

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING — TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 23, 1986

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	35.2	30,760
2	FAMILY TIES	33.3	29,100
3	CHEERS	28.4	24,820
4	MURDER, SHE WROTE	27.0	23,600
5	GOLDEN GIRLS	26.1	22,810
6	60 MINUTES	25.3	22,110
7	MOONLIGHTING	25.2	22,020
8	NIGHT COURT	24.7	21,590
9	FAMILY TIES SPECIAL(S)	24.5	21,410
10	GROWING PAINS	23.5	20,540
10	WHO'S THE BOSS?	23.5	20,540
12	DALLAS	22.6	19,750
13	NBC MONDAY NIGHT MOVIES	21.7	18,970
14	AMEN	20.0	17,480
14	KNOTS LANDING#	20.0	17,480
16	227	19.8	17,310

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	26.7	60,580
2	FAMILY TIES	23.9	54,300
3	FAMILY TIES SPECIAL(S)	19.1	43,270
4	CHEERS	18.7	42,400
5	GOLDEN GIRLS	18.6	42,140
6	WHO'S THE BOSS?	18.2	41,370
7	GROWING PAINS	18.0	40,790
8	MOONLIGHTING	17.3	39,210
9	MURDER, SHE WROTE	16.6	37,680
10	NIGHT COURT	16.5	37,370
11	60 MINUTES	16.0	36,240
12	ALF	14.4	32,720
13	227	14.3	32,370
14	AMEN	14.0	31,830
15	DALLAS	13.8	31,300
16	NBC MONDAY NIGHT MOVIES	13.6	30,980

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	32.1	29,180
2	FAMILY TIES	30.3	27,510
3	CHEERS	24.0	21,820
4	MURDER, SHE WROTE	23.6	21,470
5	GOLDEN GIRLS	23.5	21,330
6	MOONLIGHTING	22.1	20,050
7	NIGHT COURT	21.6	19,620
8	FAMILY TIES SPECIAL(S)	21.2	19,270
9	DALLAS	20.1	18,280
10	GROWING PAINS	19.5	17,700
11	WHO'S THE BOSS?	19.3	17,530
12	NBC MONDAY NIGHT MOVIES	19.3	17,510
13	60 MINUTES	19.0	17,240
14	KNOTS LANDING#	17.9	16,230
15	227	17.8	16,150
16	FRESNO PART 1(S)	17.7	16,040
17	AMEN	17.6	16,010

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	19.7	16,190
2	60 MINUTES	18.8	15,410
3	FAMILY TIES	17.6	14,440
4	CHEERS	17.5	14,320
5	MURDER, SHE WROTE	16.4	13,470
6	NIGHT COURT	16.0	13,150
7	NFL MONDAY NIGHT FOOTBALL	15.9	13,070
8	MOONLIGHTING	15.9	13,020
9	CBS NFL FOOTBALL GAME 1	14.7	12,040
10	NFL FOOTBALL GAME 2-NBC#	14.2	11,680
11	CBS NFL FOOTBALL GAME 2#	14.1	11,600
12	WHO'S THE BOSS?	13.9	11,420
13	GROWING PAINS	13.4	10,990
14	FRESNO PART 1(S)	12.8	10,520
15	GOLDEN GIRLS	12.8	10,500
16	FAMILY TIES SPECIAL(S)	12.6	10,360
17	MACGYVER	12.3	10,070

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 23, 1986

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	32.8	18,840
2	FAMILY TIES	32.2	18,500
3	MOONLIGHTING	25.8	14,790
4	CHEERS	25.1	14,420
5	NIGHT COURT	23.3	13,350
6	GROWING PAINS	23.1	13,240
7	FAMILY TIES SPECIAL(S)	22.9	13,130
8	WHO'S THE BOSS?	21.3	12,220
9	NBC MONDAY NIGHT MOVIES	20.1	11,530
10	GOLDEN GIRLS	19.5	11,200
11	KNOTS LANDING#	16.7	9,570
12	MURDER, SHE WROTE	16.3	9,360
13	DALLAS	15.9	9,100
14	FRESNO PART 1(S)	15.8	9,060
15	ALF	15.7	9,010
16	NBC SUNDAY NIGHT MOVIE	15.6	8,930
17	227	15.3	8,790

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE	37.3	10,410
2	GOLDEN GIRLS	32.5	9,060
3	60 MINUTES	30.4	8,480
4	BILL COSBY SHOW	29.4	8,210
5	DALLAS	28.8	8,030
6	FALCON CREST	26.5	7,400
7	AMEN	25.1	6,990
8	FAMILY TIES	24.5	6,820
9	227	23.5	6,550
10	MATLOCK	22.6	6,310
11	KATE & ALLIE#	22.1	6,160
12	FRESNO PART 1(S)	21.8	6,080
13	HIGHWAY TO HEAVEN	21.5	5,990
14	CHEERS	21.4	5,960
15	SCARECROW & MRS. KING	21.2	5,900
16	FACTS OF LIFE	21.0	5,850

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	20.3	11,310
2	FAMILY TIES	18.9	10,570
3	MOONLIGHTING	18.8	10,490
4	CHEERS	18.7	10,450
5	NIGHT COURT	17.6	9,840
6	GROWING PAINS	14.9	8,290
7	NFL MONDAY NIGHT FOOTBALL	14.4	8,060
8	WHO'S THE BOSS?	14.4	8,040
9	PERFECT STRANGERS#	14.2	7,920
10	60 MINUTES	13.7	7,650
11	FAMILY TIES SPECIAL(S)	12.7	7,100
12	CBS NFL FOOTBALL GAME 1	12.6	7,040
13	NBC SUNDAY NIGHT MOVIE	12.4	6,900
14	CBS NFL FOOTBALL GAME 2#	12.1	6,760
15	ABC SUNDAY NIGHT MOVIE	12.0	6,720
16	FRESNO PART 1(S)	12.0	6,670
17	NFL FOOTBALL GAME 2-NBC#	11.7	6,520

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	31.2	6,560
2	MURDER, SHE WROTE	29.2	6,140
3	GOLDEN GIRLS	20.6	4,330
4	BILL COSBY SHOW	20.2	4,250
5	NFL FOOTBALL GAME 2-NBC#	20.1	4,230
6	MATLOCK	19.7	4,130
7	DALLAS	19.6	4,110
8	CBS NFL FOOTBALL GAME 2#	19.3	4,060
9	NFL MONDAY NIGHT FOOTBALL	19.1	4,020
10	CBS NFL FOOTBALL GAME 1	18.5	3,890
11	AMEN	17.6	3,690
12	NBC NIGHTLY NEWS-SAT.	17.4	3,650
13	FRESNO PART 5(S)	16.3	3,420
14	FRESNO PART 1(S)	16.2	3,410
15	NBC NIGHTLY NEWS	16.1	3,390
16	FAMILY TIES	15.6	3,270
17	CHEERS	15.5	3,250

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1986 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK	DAY	START	DUR	NET	PROG.	WK 1	WK 2	K E Y	AVG.	AVG.	TOTAL	LADY	WORK-	WOMEN					MEN					TEENS	CHILDREN					
#		TIME			TYPE				%	%	(0,000)	PERSONS	OF	ING	TOTAL	18-	18-	25-	35-	55+	TOTAL	18-	18-	25-	35-	55+	(12-17)	(2-11)		
*EVENING																														
A TEAM						6	201		A 11.9	19	1040	2068	714	206^	766	321	424	388	273	282	659	208^	419	410	356	171^	149^	60^	494	324
1	FRI.	8.00P	60	NBC	A		98		B 13.4	23	1171	1871	640	281	701	217	404	391	346	243	666	219	423	387	333	198	130	42	374	261
		8.00 - 8.30							A 11.1	18	970	2080	721	212^	776	330	430	384	263^	292	633	185^	387	389	350	177^	154^	59^	517	330
		8.30 - 9.00							A 12.6	20	1101	2062	709	198^	757	312	419	394	282	272	684	235^	449	429	358	165^	143^	62^	478	321
A TEAM SPECIAL(S)							198		A 11.2	17	979	1827	869	337	919	202^	449	508	525	335	707	143^	459	418	425	208^	130^	94^	71^	23^
2	TUE.	9.00P	60	NBC	A		99		A 11.4	17	996	1792	843	334	889	197^	462	486	504	328	708	144^	473	426	435	199^	131^	92^	64^	23^
		9.00 - 9.30							A 11.0	17	961	1855	895	340	948	206^	436	527	547	341	702	140^	440	407	411	217^	128^	95^	77^	24^
		9.30 - 10.00																												
ABC BUSINESS BRIEF-WED						4	181	181	A 12.6	19	1101	1853	711	365	776	304	546	493	372	180	582	250	435	341	250	137	203	112^	292	209
1	WED.	8.58P	1	ABC	N		86	86	B 13.7	21	1197	1881	767	324	820	350	583	532	371	182	543	244	415	332	228	117	240	132	278	206
2	WED.	9.09P	1																											
ABC BUSINESS BRIEF-FRI						4	180	182	A 12.0	19	1049	1929	779	364	899	305	557	466	393	313	459	143	236	234	193	171	168	97^	403	223
1	FRI.	8.40P	1	ABC	N		85	85	B 12.2	20	1066	1916	738	317	849	284	498	452	362	301	425	127	224	221	185	164	163	104	479	300
2	FRI.	8.43P	1																											
ABC NEWSBRIEF-MON						6	154	155	A 12.0	18	1049	1872	607	284	743	181	396	408	408	279	749	208	460	459	404	223	160	59^	220	166
	MON.	8.58P	1	ABC	N		83	84	B 12.1	19	1058	1742	621	269	701	192	368	376	333	274	732	181	411	416	391	267	125	49	184	134
ABC NEWSBRIEF-TUE						6	181	182	A 17.7	27	1547	1763	778	370	865	398	648	589	379	174	588	310	488	400	234	84^	199	119	111	86^
	TUE.	9.58P	1	ABC	N		89	89	B 14.8	23	1294	1670	741	328	814	353	580	518	367	194	615	283	430	365	235	154	143	72	98	73
ABC NEWSBRIEF-WED						6	181	182	A 12.9	20	1127	1570	840	418	895	322	543	489	419	318	462	175	305	289	196	132	91^	51^	122^	89^

1 WED.	9.58P	1		ABC	N		89	B 13.5	22	1180	1562	766	363	840	289	480	464	383	296	537	181	303	294	241	190	79	38	106	82
2 WED.	10.09P	1																											
ABC NEWSBRIEF-THU						5	181	A 9.0	13	787	1402	723	356	859	317^	460	415	387	322^	455	92^	207^	254^	241^	182^	39^	LT	49^	49^
1 THU.	9.58P	1		ABC	N		89	B 9.3	14	813	1589	775	337	919	288	452	429	416	367	557	168	265	265	251	216	29	LT	84	50
ABC NEWSBRIEF-FRI						6	173	A 8.3	13	725	1527	616	321	701	209	441	403	379	234	486	131^	278	304	268	162^	98^	7^	242	157^
1 FRI.	9.58P	1		ABC	N		87	B 8.2	13	717	1800	673	346	737	236	431	412	373	267	595	198	360	362	275	203	162	63	306	221
2 FRI.	9.59P	1																											
ABC NEWSBRIEF-SAT.						6	186	A 7.0	12	612	1619	746	315	840	235	434	412	359	365	527	177^	297	285	269	193^	23^	23^	229^	213^
1 SAT.	9.56P	1		ABC	N		91	B 7.8	13	682	1612	701	254	789	245	414	388	349	324	496	113	235	257	279	220	95	59	232	183
2 SAT.	9.58P	1																											
ABC NEWSBRIEF-SUN.						5	188	A 14.6	22	1276	1685	661	295	723	228	410	438	367	222	692	264	483	423	314	187	186	76^	84^	69^
1 SUN.	9.57P	1		ABC	N		91	B 13.2	20	1154	1716	691	315	762	219	418	438	385	268	695	270	481	392	302	196	141	54	118	90
2 SUN.	9.58P	1																											
ABC SPORTS UPDATE-SAT						5	187	A 5.9	10	516	1667	646	285	698	200^	350	365	285	310	551	190^	281	285	206^	233^	58^	44^	360	290
1 SAT.	8.57P	2		ABC	SN		90	B 6.5	11	568	1647	673	243	749	245	387	392	293	313	455	161	250	239	182	185	108	93	335	253
2 SAT.	8.58P	1																											
ABC SPORTS UPDATE-SUN						6	195	A 13.2	18	1154	2119	631	291	748	290	491	460	343	208	557	237	394	381	242	138	238	109^	576	343
SUN.	8.58P	1		ABC	SN		92	B 11.3	16	988	2044	659	254	732	270	444	444	344	212	624	219	438	407	311	162	182	88	506	343
ABC SUNDAY NIGHT MOVIE						6	210	A 16.7	26	1460	1552	654	286	714	206	396	416	374	231	677	258	459	392	305	198	120	44^	41^	27^
1 SUN.	9.00P	123		ABC	FF		99	B 16.7	26	1460	1714	713	321	785	274	492	473	386	231	696	276	484	440	330	173	120	50	113	75
2 SUN.	9.00P	120																											
	9.00 - 9.30							A 15.2	22	1328	1673	676	264	737	235	424	457	378	221	696	264	481	418	323	190	164	77^	76^	45^
	9.30 - 10.00							A 16.8	25	1468	1666	679	288	737	215	403	437	370	242	712	282	492	411	313	197	156	67^	61^	53^
	10.00 - 10.30							A 17.1	27	1495	1492	651	304	712	200	395	409	380	230	671	249	450	388	307	203	93^	26^	16^	8^
	10.30 - 11.00							A 17.5	29	1530	1418	629	294	692	190	376	377	369	238	642	245	424	359	282	203	69^	10^	15^	8^

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1986 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																	
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES																		
										AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
EVENING CONT'D																											
ABC	WORLD NEWS TONIGHT	29	205	203	A	10.9	19	953	1454	679	250	738	146	295	366	351	356	591	119	279	306	313	256	46^	30^	79	42^
	M-F 6.30P 30 ABC N		98	98	B	10.5	20	918	1416	666	245	723	145	290	343	342	354	576	117	265	276	298	266	45	25	72	41
ABC	WRLD NEWS TONIGHT-SUN	5	156	161	A	7.4	13	647	1332	646	213^	725	171^	280	268	249	432	494	128^	226	184^	191^	261	31^	11^	82^	75^
	SUN. 6.30P 30 ABC N		81	82	B	7.0	13	612	1420	654	207	699	139	234	245	246	423	573	153	287	249	240	285	53	16	95	63
ALF		7	207	206	A	18.6	27	1626	2012	748	335	825	372	555	463	312	219	555	233	398	358	264	117	206	91	426	289
	1 MON. 8.00P 30 NBC CS		99	99	B	16.0	24	1398	2131	730	329	808	356	552	464	311	216	582	245	432	388	273	122	254	105	487	345
	2 MON. 8.30P 30																										
AMAZING STORIES		6	208		A	14.3	21	1250	1936	690	301	776	302	493	480	329	246	726	337	492	446	285	187^	165^	55^	269	216^
	1 MON. 8.30P 30 NBC GD		99		B	14.0	21	1224	2044	742	368	847	358	595	519	366	213	619	261	457	417	290	131	225	90	353	261
AMAZING STORIES SPECIAL(S)		202			A	12.5	20	1093	1981	730	272	769	311	533	472	349	200^	660	238^	475	495	366	135^	222^	133^	330	231^
	2 FRI. 8.00P 60 NBC GD		98																								
	8.00 - 8.30				A	12.5	21	1093	1923	712	268	757	298	500	448	338	217^	660	250^	465	478	348	145^	205^	122^	301	209^
	8.30 - 9.00				A	12.6	20	1101	2015	736	269	769	318	556	492	357	181^	651	224^	482	504	380	123^	239^	146^	356	249^
AMEN		5	206	207	A	20.0	34	1748	1821	851	364	916	233	458	437	417	401	484	154	238	222	201	211	161	112	260	205
	SAT. 9.30P 30 NBC CS		99	99	B	20.5	35	1792	1788	819	332	903	245	475	456	407	376	481	140	241	228	202	215	147	99	257	203
ANALYSIS-REAGAN'S ADDRESS(S)		186			A	6.6	10	577	1633	557	184^	670	105^	281^	340^	362^	330^	619	186^	301^	320^	268^	232^	132^	72^	212^	205^
	1 THU. 8.25P 35 ABC N		84																								
	8.30 - 9.00				A	6.5	10	568	1618	555	181^	667	97^	277^	337^	368^	330^	629	183^	304^	328^	280^	236^	123^	65^	199^	199^
BILL COSBY SHOW		7	216	215	A	35.2	50	3076	1969	852	397	949	368	612	545	410	268	526	215	366	329	222	138	170	99	324	224
	1 THU. 8.30P 30 NBC CS		99	99	B	35.1	53	3068	2048	822	378	914	348	592	532	400	265	583	231	393	353	256	163	205	115	346	241
	2 THU. 8.00P 30																										
CAGNEY & LACEY		4	209		A	14.2	23	1241	1456	753	296	791	190^	427	419	374	323	503	148^	289	258	278	187^	15^	LT	147^	88^
	2 MON. 10.00P 60 CBS OP		99		B	15.9	26	1390	1432	773	334	869	222	462	455	434	345	447	135	269	245	244	155	38	15	78	60
	10.00 - 10.30				A	14.1	22	1232	1519	769	323	825	193^	450	447	401	332	515	157^	298	267	274	187^	20^	LT	159^	91^
	10.30 - 11.00				A	14.2	24	1241	1398	740	270	761	186^	407	394	350	315	492	141^	282	249	280	187^	10^	LT	135^	86^
CBS EVENING NEWS-RATHER		35	208	208	A	12.4	21	1084	1428	687	208	758	126	276	284	358	434	563	97	247	257	304	270	52^	26^	55^	27^
	M-F 6.30P 30 CBS N		99	99	B	11.3	21	988	1502	679	225	769	126	280	291	354	438	614	145	292	274	296	282	55	25	64	36
CBS EVENING NEWS-SUNDAY		3	139		A	6.5	12	568	1125	488^	63^	488^	LT	93^	132^	247^	356^	619	126^	230^	277^	291^	329^	18^	LT	LT	LT
	1 SUN. 6.00P 30 CBS N		75		B	6.5	12	568	1360	673	154	684	133	235	220	260	404	604	129	249	257	293	328	37	14	35	20
CBS SATURDAY MOVIE		2	199	202	A	11.0	19	961	1599	673	198	733	128^	350	360	450	325	714	153	371	384	417	284	69^	21^	83^	49^
	1 SAT. 9.00P 120 CBS FF		98	99	B	11.0	19	961	1599	673	198	733	128	350	360	450	325	714	153	371	384	417	284	69	21	83	49
	2 SAT. 8.00P 180																										
	8.00 - 8.30				A	10.7	18	935	1726	790	298	875	276^	451	369	432	333	677	97^	280^	312	421	335	40^	16^	134^	75^
	8.30 - 9.00				A	10.8	18	944	1714	710	273^	795	211^	403	363	444	312	743	124^	333	351	463	347	33^	16^	143^	75^
	9.00 - 9.30				A	10.4	17	909	1617	596	185	662	94^	309	324	429	299	714	154^	374	391	417	279	98^	26^	143^	84^
	9.30 - 10.00				A	11.1	19	970	1593	651	180	708	83^	333	357	449	330	723	177	398	406	399	269	86^	16^	76^	60^
	10.00 - 10.30				A	11.5	20	1005	1517	670	173	713	99^	329	370	455	332	695	160	375	385	402	261	67^	23^	42^	22^
	10.30 - 11.00				A	11.4	21	996	1556	689	168	738	130^	363	379	465	324	727	165	394	400	419	277	65^	25^	26^	12^
CBS SUNDAY MOVIE		6	207		A	19.6	32	1713	1390	747	322	832	249	458	457	416	312	503	96^	282	299	313	187	5^	LT	50^	27^
	2 SUN. 9.33P 120 CBS FF		99		B	18.9	30	1652	1472	790	326	875	218	427	451	440	371	496	116	253	267	258	209	53	34	48	32
	9.30 - 10.00				A	19.7	29	1722	1466	772	336	889	254	473	484	444	340	511	106^	260	289	311	210	17^	LT	49^	27^
	10.00 - 10.30				A	18.8	29	1643	1396	760	338	860	269	477	502	417	302	502	95^	268	299	306	189	LT	LT	34^	19^
	10.30 - 11.00				A	18.8	31	1643	1338	736	316	814	245	454	454	408	302	490	82^	282	303	307	178	LT	LT	34^	18^
	11.00 - 11.30				A	21.4	41	1870	1374	718	300	777	231	433	409	404	300	514	99^	313	306	329	179	11^	3^	72^	39^



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1986 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
EVENING CONT'D																													
CBS TUESDAY MOVIE																													
	TUE.	9.00P	120	CBS	FF	99	99		A 15.6	25	1363	1563	781	216	864	208	426	394	440	391	529	158	254	253	257	230	91^ 43^	79^ 45^	
									B 16.3	26	1425	1488	783	279	875	222	442	435	440	369	476	134	251	241	236	192	66 26	71 52	
		9.00 - 9.30							A 14.1	21	1232	1575	768	219	847	184	387	376	439	402	564	145	269	268	299	252	78^ 34^	86^ 47^	
		9.30 - 10.00							A 15.0	22	1311	1561	775	204	849	187	411	397	453	382	533	138	242	241	276	248	97^ 38^	82^ 45^	
		10.00 - 10.30							A 16.7	28	1460	1564	788	228	879	238	456	405	427	383	517	172	255	247	227	218	97 47^	71^ 39^	
		10.30 - 11.00							A 16.7	30	1460	1542	780	212	870	216	440	394	440	389	506	174	250	256	229	207	91^ 51^	75^ 44^	
CHEERS																													
	1 THU.	9.30P	30	NBC	CS	99	99		A 28.4	41	2482	1708	821	369	878	326	581	562	407	239	575	232	420	389	272	130	122 67	133 95	
	2 THU.	9.00P	30						B 28.8	43	2517	1814	779	377	842	338	563	520	375	229	644	283	486	442	292	131	151 80	177 125	
COLBYS																													
	1 THU.	9.00P	60	ABC	GD	99			A 10.0	14	874	1475	701	336	857	349	515	469	337	284^	489	145^	270^	274^	240^	176^	59^ LT	70^ 70^	
									B 10.1	15	883	1517	790	289	938	322	510	504	400	332	460	164	272	242	212	150	53 20	66 45	
		9.00 - 9.30							A 9.2	13	804	1507	724	346	855	349	528	493	345	268^	527	156^	310^	289^	266^	178^	62^ LT	63^ 63^	
		9.30 - 10.00							A 10.7	16	935	1448	685	329	861	349	503	450	332	300	455	133^	235^	263^	217^	175^	56^ LT	76^ 76^	
CRIME STORY																													
	1 TUE.	9.00P	60	NBC	OP	99			A 9.5	14	830	1611	693	319^	784	200^	353	379	370	325^	609	164^	284^	273^	239^	292^	146^	115^	72^ 59^
									B 11.5	17	1005	1629	690	341	760	207	432	436	416	253	654	225	406	347	308	201	123 101	92 83	
		9.00 - 9.30							A 9.6	14	839	1584	691	307^	787	181^	339	371	380	337	594	157^	271^	258^	234^	290^	142^	108^	61^ 50^
		9.30 - 10.00							A 9.5	14	830	1607	688	327^	771	214^	360	378	360	310^	611	166^	287^	285^	239^	289^	145^	118^	80^ 67^
DALLAS																													
	FRI.	9.00P	60	CBS	GD	99	99		A 22.6	35	1975	1585	852	321	926	252	460	456	407	408	507	127	276	264	249	208	51^ 21^	101 76	
									B 22.7	37	1984	1629	855	338	963	264	494	480	432	406	492	139	261	259	239	197	65 36	109 79	
		9.00 - 9.30							A 22.3	35	1949	1584	846	323	921	245	456	456	412	405	506	124	271	262	247	212	50^ 20^	107 80	
DESIGNING WOMEN																													
	2 MON.	9.30P	30	CBS	CS	99			A 23.0	36	2010	1575	851	316	923	258	461	453	400	405	506	128	278	266	247	203	52^ 21^	94 70^	
									A 15.0	22	1311	1699	836	341	897	289	520	483	346	345	468	117^	292	311	275	142^	69^ 33^	265 200^	
									B 17.3	26	1512	1614	838	361	921	293	529	515	409	334	486	176	331	290	232	136	93 51	114 85	
DISNEY SUNDAY MOVIE																													
	SUN.	7.00P	120	ABC	FF	99	99		A 15.1	22	1320	2313	665	300	815	331	542	507	354	215	555	243	405	375	243	127	247 118	696 455	
									B 13.1	20	1145	2249	677	303	758	310	512	490	342	187	614	252	447	403	281	137	230 111	647 427	
		7.00 - 7.30							A 12.8	20	1119	2209	628	269	791	331	515	458	318	234	537	241	389	344	223	142	217 122^	664 437	
		7.30 - 8.00							A 14.7	22	1285	2293	647	290	791	323	518	493	337	213	536	252	397	347	213	123	253 129	713 458	
		8.00 - 8.30							A 16.2	23	1416	2413	679	317	847	348	570	536	376	207	574	246	418	394	258	120	261 109	731 489	
		8.30 - 9.00							A 16.8	24	1468	2289	680	307	806	318	543	520	367	206	566	231	410	405	266	124	254 117	663 432	
DOWNTOWN(B)																													
	1 TUE.	8.00P	60	CBS	OP	99			A 8.6	13	752	1610	690	200^	816	214^	507	522	446	254^	623	174^	401	385	368^	159^	46^ 18^	125^ 70^	
									A 8.3	12	725	1543	680	203^	810	217^	497	496	433	265^	590	162^	384	364^	349^	149^	39^ 16^	104^ 60^	
		8.00 - 8.30							A 8.9	13	778	1663	702	195^	819	208^	513	545	458	245^	653	183^	416	404	387	169^	48^ 20^	143^ 79^	
DYNASTY																													
	1 WED.	9.00P	60	ABC	GD	99	99		A 15.9	24	1390	1631	860	407	925	325	579	531	435	305	483	192	331	278	193	132	90^ 49^	133 94^	
	2 WED.	9.11P	60						B 17.7	27	1547	1604	849	375	956	350	603	540	423	297	454	177	300	263	199	130	98 42	96 68	
									A 15.0	22	1311	1670	848	418	925	329	586	551	440	289	501	194	347	276	210	137	101^ 61^	143 103^	
		9.00 - 9.30							A 16.4	25	1433	1632	876	409	937	331	589	535	443	310	465	184	313	269	180	131	95^ 46^	135 97^	
		9.30 - 10.00							A 17.0	27	1486	1468	817	342	851	264	505	445	385	333	498	229	344	322	184^	129^	39^ 27^	80^ 45^	
EASY STREET																													
	1 SUN.	8.33P	30	NBC	CS	99			A 14.3	21	1250	2075	809	347	938	428	590	479	353	299	624	284	433	373	243	166^	260 135^	253 153^	
									B 14.8	22	1294	2000	776	348	852	358	554	480	360	250	640	262	448	408	294	154	222 114	286 186	
EASY STREET																													
	2 SUN.	8.30P	30	NBC	CS	99			A 15.1	21	1320	1967	776	289	865	348	547	433	303	285	602	267	426	366	260	144^	202^	109^	298 177^
	</																												

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)				TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
								%	%						TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11	
EVENING CONT'D																															
EQUALIZER						5	209	207					A 15.9	27	1390	1514	672	272													
1 WED.	10.00P	60	CBS	PD		99	99	B 15.8	26	1381	1515	674	271		752	203	403	417	396	275	657	186	399	392	365	209	80^	40^	25v	13v	
2 WED.	9.44P	60													762	215	430	422	388	274	639	218	424	382	330	183	72	28	42	27	
	9.30 - 10.00							A 14.1	22	1232	1567	678	337		785	186^	412	423	427	335	651	191^	359	367	355	232	88^	46v	43v	LT	
	10.00 - 10.30							A 16.4	27	1433	1538	698	276		766	219	417	426	399	272	663	188	409	399	370	206	85^	48^	24v	13v	
	10.30 - 11.00							A 15.9	28	1390	1453	633	243		720	186	377	399	379	263	648	177	393	389	359	210	67^	27^	18v	18v	
FACTS OF LIFE						5	207	208					A 18.0	31	1573	1868	824	372													
SAT.	8.00P	30	NBC	CS		99	99	B 16.7	30	1460	1953	773	342		902	284	485	422	366	372	467	153	248	224	209	189	173	96	326	231	
															879	281	498	449	363	334	506	172	297	277	226	180	182	108	386	281	
FALCON CREST						6	207	207					A 18.5	32	1617	1514	859	338													
FRI.	10.00P	60	CBS	GD		99	99	B 17.3	30	1512	1529	837	324		925	226	404	404	384	457	465	130	233	230	197	200	46^	20v	78^	71^	
	10.00 - 10.30							A 18.8	32	1643	1526	860	346		934	231	436	417	407	445	465	124	233	236	210	197	57	25	73	59	
	10.30 - 11.00							A 18.0	31	1573	1509	863	331		933	231	406	408	381	461	465	129	235	228	199	198	49^	23^	79^	68^	
															922	220	403	401	391	458	465	132	233	235	197	201	44^	19v	78^	73^	
FAMILY TIES						6	215	214					A 33.3	48	2910	1866	855	394													
1 THU.	9.00P	30	NBC	CS		99	99	B 33.0	49	2884	2022	818	387		944	371	635	582	430	233	496	201	364	334	232	112	167	103	259	167	
2 THU.	8.30P	30													914	384	633	562	392	225	574	255	422	380	250	121	215	118	319	218	
FAMILY TIES SPECIAL(S)							207						A 24.5	35	2141	2021	823	348													
2 MON.	8.00P	30	NBC	CS			99								899	402	614	487	331	230	485	196	331	312	228	109^	183	120^	454	323	
FAST COPY(S)							210						A 12.1	20	1058	1748	775	347													
2 THU.	10.00P	60	NBC	DN			99								824	291	434	411	381	285	661	289	523	446	316	124^	73^	49v	190^	164^	
	10.00 - 10.30							A 13.0	21	1136	1717	771	386		814	309	441	412	367	268	642	278	512	440	311	116^	79^	59v	182^	159^	
	10.30 - 11.00							A 11.1	20	970	1789	784	303		839	270^	428	410	399	307	685	300	536	459	326	131^	67v	36v	198^	169^	
FRESNO PART 1(S)						206		A 19.7	30	1722	1631	846	316		932	310	527	520	390	353	610	223	386	362	290	198	41v	18v	48^	32v	
1 SUN.	9.00P	120	CBS	FF		99																									
	9.00 - 9.30							A 22.7	33	1984	1657	844	339		933	308	515	514	395	353	621	205	374	339	307	219	42^	22v	61^	36v	
	9.30 - 10.00							A 20.1	30	1757	1659	820	322		908	299	508	514	378	347	626	233	394	365	300	206	46^	20v	79^	54^	
	10.00 - 10.30							A 18.4	28	1608	1609	871	300		961	323	545	529	385	366	595	228	384	365	269	187	31v	15v	22v	16v	
	10.30 - 11.00							A 17.5	28	1530	1588	853	291		930	317	543	522	396	351	598	231	401	383	282	176^	38v	15v	22v	22v	
FRESNO PART 2(S)						207		A 15.2	22	1328	1532	670	330		812	268	455	381	345	331	536	135^	310	298	279	216	57^	45v	127^	55^	
2 MON.	8.00P	60	CBS	FF		99																									
	8.00 - 8.30							A 14.7	21	1285	1514	658	356		779	238	432	379	359	321	530	129^	296	286	274	219	69^	44v	136^	65^	
	8.30 - 9.00							A 15.7	22	1372	1542	678	303		837	294	473	384	329	338	543	140^	321	307	284	216	47v	47v	115^	44v	
FRESNO PART 3(S)						208		A 12.8	19	1119	1584	788	308		817	194^	432	363	441	345	597	162^	336	296	305	250	45v	31v	125^	41v	
2 TUE.	8.00P	60	CBS	FF		99																									
	8.00 - 8.30							A 12.7	19	1110	1608	815	330		846	212^	460	396	454	341	592	151^	338	273	311	243^	45v	31v	125^	41v	
	8.30 - 9.00							A 13.0	19	1136	1545	758	283		784	176^	400	326	424	350	598	170^	332	316	300	257	40v	28v	123^	41v	
FRESNO PART 4(S)						207		A 12.6	24	1101	1445	604	208^		673	128^	296	283	364	334	720	226^	435	417	393	251	25v	14v	27v	LT	
2 WED.	10.44P	60	CBS	FF		99																									
	10.30 - 11.00							A 12.6	22	1101	1500	662	258		737	176^	359	345	390	330	719	219^	438	393	405	243^	28v	18v	16v	LT	
	11.00 - 11.30							A 12.5	24	1093	1409	595	181^		658	107^	272	261	359	341	703	222^	422	420	369	245^	22v	12v	26v	LT	
	11.30 - 12.00							A 12.7	27	1110	1463	555	211^		632	117^	278	261	346	323	760	239^	460	432	430	277	31v	12v	40v	LT	
FRESNO PART 5(S)						207		A 12.9	19	1127	1804	624	386		879	239^	421	316	378	420	765	269	462	345	384	303	18v	LT	142^	52v	
2 THU.	8.00P	60	CBS	FF		99																									
	8.00 - 8.30							A 12.4	18	1084	1855	637	400		887	245^	436	345	394	410	781	274	471	349	377	310	21v	LT	166^	57v	
	8.30 - 9.00							A 13.4	19	1171	1748	608	370		866	233^	404	287	364	425	745	261	448	336	391	297	17v	LT	120^	47v	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11									
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54			35-64	55+							
EVENING CONT'D																																			
GIMME A BREAK										5	198	A	12.4	20	1084	1586	738	221^	863	340	525	425	350	300	424	230^	318	251^	140^	92^	111^	54^	188^	79^	
2 WED. 10.00P 30 NBC CS										98	B	16.5	25	1442	1753	738	327	875	312	539	468	381	289	462	175	313	268	217	124	197	93	219	163		
GOLDEN GIRLS										5	208	211	A	26.1	43	2281	1847	859	358	935	248	492	458	417	397	461	140	241	227	192	190	152	98	299	221
SAT. 9.00P 30 NBC CS										99	99	B	25.9	43	2264	1871	841	337	928	257	498	479	409	379	501	153	271	260	214	204	141	90	301	222	
GROWING PAINS										4	210	211	A	23.5	35	2054	1986	780	363	861	387	645	540	371	178	534	270	403	331	208	106	272	138	319	206
TUE. 8.30P 30 ABC CS										99	99	B	22.8	34	1993	1943	762	360	836	371	614	542	364	173	525	251	397	336	217	105	266	144	316	217	
HEAD OF THE CLASS										6	207	207	A	15.4	23	1346	1854	680	352	756	315	541	476	343	178	591	280	474	392	250	107	220	114	287	205
1 WED. 8.30P 30 ABC CS										99	99	B	17.7	27	1547	1826	737	322	817	342	576	519	363	190	522	232	402	353	239	96	237	117	250	177	
2 WED. 8.41P 30																																			
HEART OF THE CITY										6	190	A	6.4	10	559	2018	780	269^	862	424^	565	483^	274^	256^	496^	188^	351^	287^	248^	145^	73^	73^	587	546	
2 SAT. 9.00P 60 ABC OP										93	B	8.0	14	699	1710	727	261	797	272	474	489	370	258	523	181	332	332	284	155	120	84	270	205		
9.00 - 9.30											A	6.0	10	524	2139	765	227^	836	410^	550	498^	266^	242^	623	280^	486^	347^	296^	137^	67^	67^	613	566		
9.30 - 10.00											A	6.8	11	594	1901	787	301^	880	433^	574	468^	281^	268^	380^	106^	232^	232^	205^	148^	77^	77^	564	528		
HIGHWAY TO HEAVEN										6	212	207	A	17.0	25	1486	1703	738	278	863	219	412	370	350	403	558	144	306	315	280	211	141	91^	141	105
1 WED. 8.00P 90 NBC GD										99	99	B	17.9	28	1564	1719	737	303	845	202	397	373	367	400	566	143	313	310	289	213	142	80	166	115	
2 WED. 9.00P 60																																			
8.00 - 8.30											A	18.3	28	1599	1744	705	322	859	207	359	356	353	416	584	109^	268	291	295	260	136^	88^	165^	134^		
8.30 - 9.00											A	19.0	28	1661	1781	722	358	873	230	417	381	356	399	579	135^	294	315	285	228	141^	93^	188	153^		
9.00 - 9.30											A	16.2	24	1416	1642	714	244	844	212	399	348	331	401	528	154	305	315	261	187	152	96^	118	80^		
9.30 - 10.00											A	15.6	23	1363	1657	829	185^	878	228	490	409	377	388	556	179^	369	348	285	170^	122^	77^	101^	64^		
HILL STREET BLUES										4	211	A	15.7	30	1372	1439	711	268	777	297	486	536	348	209	582	212	373	390	275	164^	39^	22^	41^	25^	
1 THU. 10.30P 60 NBC OP										99	B	17.0	30	1486	1555	692	340	772	321	528	503	339	182	680	268	492	457	340	153	57	32	46	31		
10.30 - 11.00											A	16.2	29	1416	1429	716	265	786	300	514	579	366	190^	553	193^	363	406	279	147^	40^	18^	50^	34^		
11.00 - 11.30											A	15.2	31	1328	1442	705	269	765	292	455	489	324	228	607	228	381	372	270	180^	37^	26^	33^	15^		
HOTEL										4	210	211	A	15.0	26	1311	1410	752	351	843	257	458	425	380	350	435	136	272	266	206	145	80^	57^	52^	46^
1 WED. 10.00P 60 ABC GD										99	99	B	15.4	26	1346	1383	803	337	897	290	500	445	382	354	381	118	226	219	164	141	74	48	31	27	
2 WED. 10.11P 60																																			
10.00 - 10.30											A	14.9	25	1302	1432	735	338	825	250	461	431	388	333	461	133	287	288	228	153	96^	68^	50^	45^		
10.30 - 11.00											A	15.0	27	1311	1390	773	370	860	259	468	435	387	355	411	126	250	242	192	142	68^	51^	51^	45^		
11.00 - 11.30											A	16.0	31	1398	1341	694	299	802	264	384	334	305	379	430	190^	306	276	179^	124^	46^	27^	63^	48^		
HUNTER										5	201	203	A	17.6	31	1538	1572	792	275	838	243	451	423	373	340	451	127	241	225	233	179	145	103	138	124
SAT. 10.00P 60 NBC OP										99	99	B	18.0	33	1573	1622	756	281	832	232	441	412	378	340	503	130	258	252	253	207	130	70	157	128	
10.00 - 10.30											A	17.5	31	1530	1569	784	273	834	237	438	414	368	348	449	130	234	229	229	177	136	98	150	130		
10.30 - 11.00											A	17.8	32	1556	1554	791	273	832	246	459	426	373	330	445	123	243	219	230	176	152	106	125	118		
JACK & MIKE										6	207	208	A	14.4	25	1259	1506	748	340	812	309	506	508	378	220	499	264	375	285	176	113	110^	88^	85^	54^
TUE. 10.00P 60 ABC A										99	99	B	14.1	24	1232	1529	776	343	857	334	564	538	392	229	492	217	349	302	217	124	90	56	90	53	
10.00 - 10.30											A	15.3	25	1337	1509	748	356	813	316	520	510	378	210	485	260	370	288	171	104^	109	87^	102^	61^		
10.30 - 11.00											A	13.6	25	1189	1482	744	317	805	298	486	499	378	229	507	265	375	273	178	123	107^	85^	63^	45^		
KATE & ALLIE										6	208	A	19.5	29	1704	1565	778	315	835	251	399	397	364	362	395	102^	160^	209	206	169	145^	94^	190	126^	
1 MON. 8.00P 30 CBS CS										99	B	18.5	28	1617	1662	799	347	883	266	459	453	406	343	462	152	263	260	217	158	136	75	181	111		
KAY O'BRIEN										6	207	A	11.7	21	1023	1477	791	360	901	262^	513	494	428	336	542	209^	342	288	217^	161^	6^	6^	28^	28^	
1 THU. 10.18P 60 CBS GD										99	B	13.0	22	1136	1509	804	318	907	283	517	482	423	347	471	170	303	268	222	147	82	46	49	36		
10.00 - 10.30											A	11.2	18	979	1636	863	416	972	302	568	570	471	330	599	273^	406	334	216^	155^	LT	LT	65^	65^		
CONT'D																																			



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	WORK-ING	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					MEN					TEENS (12-17)		CHILDREN (2-11)					
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11				
EVENING CONT'D																																	
KAY O'BRIEN-CONT'D																																	
10.30 - 11.00										A	11.9	21	1040	1541	827	409	941	284	560	536	458	327	570	221	368	303	235	167	LT	LT	30v	30v	
11.00 - 11.30										A	11.8	24	1031	1258	686	243	784	197	394	373	345	356	452	143	251	230	186	154	22v	22v	LT	LT	
KNOTS LANDING										A	14.2	21	1241	1603	858	412	934	288	548	524	453	325	499	193	340	289	229	131	23v	15v	147	128	
1 THU. 9.18P 60 CBS GD 99										B	16.3	25	1425	1631	855	354	959	326	571	522	422	331	459	189	313	254	195	130	107	48	106	70	
9.00 - 9.30										A	11.5	16	1005	1579	814	372	870	234	472	457	431	339	472	161	291	271	215	158	92	92	145	124	
9.30 - 10.00										A	14.4	21	1259	1566	853	410	915	287	564	529	453	304	473	176	331	280	230	119	14v	LT	164	133	
10.00 - 10.30										A	15.7	23	1372	1664	885	436	992	318	560	544	460	351	551	237	381	312	231	136	LT	LT	121	121	
KNOTS LANDING										A	20.0	34	1748	1435	841	339	928	331	548	503	365	324	428	185	286	176	188	130	44	11v	35v	17v	
2 THU. 10.00P 60 CBS GD 99										B	20.0	34	1748	1435	841	339	928	331	548	503	365	324	428	185	286	176	188	130	44	11	35	17	
10.00 - 10.30										A	20.0	32	1748	1431	856	359	942	332	553	508	375	325	414	178	275	169	182	130	34v	LT	41v	15v	
10.30 - 11.00										A	20.0	35	1748	1431	825	318	911	327	539	492	354	325	439	193	296	183	192	127	51	21v	30v	17v	
LIFE:50 YEARS(S)										A	10.2	18	891	1450	683	302	783	157	337	376	339	395	599	229	335	328	288	213	LT	LT	65v	31v	
1 SAT. 9.00P 120 ABC GV 99										A	8.2	14	717	1474	656	278	766	152	317	362	279	404	638	227	331	313	299	264	LT	LT	70v	19v	
9.00 - 9.30										A	10.4	18	909	1460	692	326	786	155	365	406	345	380	596	245	342	331	281	195	LT	LT	78v	64v	
9.30 - 10.00										A	10.9	19	953	1454	706	305	786	155	328	360	356	402	597	237	343	336	288	208	LT	LT	71v	29v	
10.00 - 10.30										A	11.1	20	970	1426	688	297	796	167	338	371	365	403	576	208	327	332	285	201	13v	LT	41v	14v	
10.30 - 11.00										A	6.6	12	577	1527	621	236	686	111v	235	267	234	407	641	189	295	325	258	282	75v	57v	125	76v	
LIFE WITH LUCY										B	10.3	19	900	1698	742	301	873	258	453	441	365	359	515	166	284	268	225	199	80	55	230	154	
1 SAT. 8.00P 30 ABC CS 95																																	
L.A. LAW										A	15.5	27	1355	1456	714	322	792	294	505	493	402	219	517	146	338	345	319	150	76	46	71	46	
FRI. 10.00P 60 NBC GD 99 99										B	15.6	27	1363	1572	720	344	792	276	503	518	422	219	638	231	435	391	329	173	70	37	72	40	
10.00 - 10.30										A	15.6	26	1363	1459	710	313	782	286	504	496	404	209	520	159	342	346	307	150	87	49	70	49	
10.30 - 11.00										A	15.5	27	1355	1434	714	329	794	296	502	490	398	224	509	132	329	342	325	149	63	41	68	43	
LOVE BOAT SPECIAL(S)										A	9.8	16	857	1445	624	322	756	189	360	347	357	351	467	110	223	270	249	197	68v	28v	154	111	
2 FRI. 9.00P 120 ABC CS 98										A	9.5	15	830	1399	570	306	709	159	301	280	314	355	425	98	186	231	211	194	85v	23v	180	121	
9.00 - 9.30										A	9.1	14	795	1418	596	321	731	155	307	295	329	366	414	88v	170	217	200	197	92	13v	181	119	
9.30 - 10.00										A	10.1	17	883	1498	644	391	799	242	421	392	391	336	500	129	259	313	280	187	66v	36v	133	100	
10.00 - 10.30										A	10.5	18	918	1454	673	267	778	196	406	408	389	345	519	121	267	315	295	204	31v	31v	126	104	
10.30 - 11.00										A	15.2	23	1328	1910	696	319	815	206	416	426	420	315	759	231	470	435	398	228	144	83	192	137	
MACGYVER										B	14.7	23	1285	1759	647	277	732	201	387	390	350	278	723	204	428	404	382	248	116	60	188	130	
MON. 8.00P 60 ABC A 98 97										A	14.0	21	1224	1910	694	316	814	205	400	411	409	330	758	235	460	433	399	235	136	86	202	141	
8.00 - 8.30										A	16.4	25	1433	1898	695	321	813	209	431	437	425	300	753	226	472	434	395	220	148	78	184	132	
8.30 - 9.00										A	17.4	26	1521	1563	709	272	760	204	405	397	412	314	646	214	399	405	338	197	111	47	46	25	
MAGNUM, P.I.										B	16.6	25	1451	1692	732	302	803	236	465	442	400	294	658	245	446	416	320	173	125	50	106	69	
1 WED. 9.00P 60 CBS PD 99 99										A	14.2	22	1241	1503	701	310	795	177	392	383	457	366	627	150	313	356	375	257	44v	13v	37v	18v	
2 WED. 8.44P 60										A	17.6	26	1538	1557	714	281	763	201	399	391	412	327	643	210	394	407	343	196	108	41	43	24	
8.30 - 9.00										A	18.5	28	1617	1560	695	243	735	209	411	398	397	284	649	236	423	413	315	181	128	61	48	24	
9.00 - 9.30										A	16.8	25	1468	1678	745	320	837	149	305	353	418	429	624	144	306	261	299	282	98	76	119	70	
9.30 - 10.00										B	18.0	27	1573	1624	754	298	830	177	361	377	387	402	620	157	323	299	309	255	82	52	92	60	
MATLOCK										A	16.5	25	1442	1661	729	310	821	141	291	336	411	427	621	146	302	252	293	279	93	70	126	79	
TUE. 8.00P 60 NBC GD 99 99										A	17.2	25	1503	1678	756	327	846	156	319	366	423	426	621	141	306	270	302	280	99	79	112	62	
8.30 - 9.00										A	17.6	28	1538	1735	688	321	781	303	515	462	372	210	599	240	418	411	309	148	170	103	185	142	
MIAMI VICE																																	
CONT'D																																	



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																															
MIAMI VICE-CONT'D																															
FRI.		9.00P	60	NBC	OP		99	99	B	17.6	28	1538	1722	679 342	758 301	518 493	370 186	661 265	481 429	314 151	136 73	167 125									
9.00 - 9.30									A	17.2	27	1503	1766	686 315	786 313	514 449	362 217	603 243	422 414	304 144	181 108	196 151									
9.30 - 10.00									A	18.0	28	1573	1700	692 330	777 299	518 471	376 204	595 234	415 409	313 152	157 96	171 132									
MIKE HAMMER																															
1 WED.		8.00P	60	CBS	PD		99		A	12.2	18	1066	1549	755 121^	755 134^	275 345	370 394	651 146^	374 358	352 251^	46^ LT	97^ 52^									
8.00 - 8.30									B	12.2	18	1066	1549	755 121	755 134	275 345	370 394	651 146	374 358	352 251	46 LT	97 52									
8.30 - 9.00									A	12.1	18	1058	1543	753 116^	753 129^	263 329	364 407	637 153^	366 337	334 248^	33^ LT	120^ 61^									
									A	12.3	18	1075	1543	750 123^	750 136^	283 358	372 378	660 137^	380 377	369 251^	59^ LT	74^ 43^									
MR. BELVEDERE																															
FRI.		8.30P	30	ABC	CS		97	95	A	14.1	23	1232	1863	757 350	866 266	506 425	378 341	451 129	224 225	205 183	159 107^	387 217									
									B	13.0	21	1136	1858	726 299	832 273	481 415	344 321	450 136	246 225	206 173	164 103	412 274									
MOONLIGHTING																															
TUE.		9.00P	60	ABC	PD		99	99	A	25.2	38	2202	1781	809 385	910 411	671 605	396 180	591 314	477 403	228 90	175 102	105 76									
9.00 - 9.30									B	24.3	36	2124	1803	806 377	905 426	676 598	386 175	606 307	478 416	245 105	179 94	113 82									
9.30 - 10.00									A	25.2	37	2202	1796	817 385	921 415	677 605	400 183	586 313	467 390	222 92	175 103	114 86									
									A	25.3	38	2211	1753	800 383	896 405	663 601	388 179	593 310	482 412	234 90	172 100	92 68									
MURDER, SHE WROTE																															
1 SUN.		8.00P	60	CBS	SM		99	99	A	27.0	38	2360	1597	815 314	910 180	396 419	442 442	572 123	265 278	298 261	60 36^	55^ 31^									
2 SUN.		8.33P	60						B	26.0	38	2272	1597	810 318	888 168	396 415	439 423	568 123	270 282	284 258	55 29	86 59									
8.00 - 8.30									A	24.4	36	2133	1637	847 289	934 153	380 418	463 475	620 119^	265 286	331 293	62^ 41^	21^ 14^									
8.30 - 9.00									A	26.8	38	2342	1599	806 314	902 176	383 410	435 444	568 126	267 272	293 259	58^ 32^	71 39^									
9.00 - 9.30									A	30.1	42	2631	1556	804 327	903 204	427 431	434 413	535 117	257 274	282 239	62^ 36^	56^ 31^									
MY SISTER SAM																															
1 MON.		8.30P	30	CBS	CS		99		A	18.2	27	1591	1529	752 330	820 251	433 411	353 337	382 111^	182 218	190 144^	147^ 112^	180 139^									
									B	18.7	28	1634	1612	770 354	846 279	466 439	354 322	421 137	239 251	203 134	149 91	196 128									
NBC MONDAY NIGHT MOVIES																															
MON.		9.00P	120	NBC	FF		99	99	A	21.7	34	1897	1633	828 361	923 355	608 565	416 252	440 175	284 257	203 129	168 113	102 70^									
9.00 - 9.30									B	19.6	31	1713	1648	815 374	925 350	597 536	410 265	473 172	300 292	230 135	153 89	97 67									
9.30 - 10.00									A	22.0	32	1923	1667	825 361	909 334	595 558	410 252	443 162	278 256	211 130	180 122	135 100									
10.00 - 10.30									A	22.2	33	1940	1629	829 365	918 356	612 567	409 250	438 177	285 259	201 125	166 110	107 78									
10.30 - 11.00									A	21.9	35	1914	1615	839 357	932 363	615 574	425 248	434 179	286 254	199 127	162 109	87 53^									
									A	20.8	35	1818	1603	815 358	929 365	607 559	417 253	438 183	287 253	196 130	158 110	78^ 48^									
NBC NEWS DIGEST-M-F																															
1 MTUF		8.58P	1	NBC	N		76	76	A	12.9	19	1127	1813	768 319	861 307	506 438	362 301	551 191	347 338	270 166	169 109	232 157									
1 WED.		9.19P	1						B	13.2	20	1154	1845	722 335	821 286	493 439	358 280	608 201	374 354	289 195	167 89	249 173									
1 THU.		9.28P	1																												
2 MON.		8.28P	1																												
2 TU&TH		8.58P	1																												
2 WED.		9.58P	1																												
2 FRI.		8.57P	2																												
NBC NEWS DIGEST-2-M-F																															
1 MON.		9.55P	1	NBC	N		85	85	A	12.2	19	1066	1673	755 345	851 306	525 478	385 261	576 229	403 378	278 146	103 56^	143 102									
1 W & F		9.58P	1						B	12.5	19	1093	1718	759 349	851 308	538 490	398 256	584 220	411 378	287 146	127 62	156 115									
2 TU&TH		9.58P	1																												
NBC NEWS DIGEST-SAT																															
SAT.		8.58P	1	NBC	N		78	79	A	16.4	27	1433	1828	798 406	903 266	475 419	361 384	452 139	238 216	198 190	163 96^	310 204									
									B	17.3	30	1512	1778	706 315	806 228	424 391	345 343	555 166	286 263	241 237	142 73	275 193									
NBC NEWS DIGEST-2-SAT.																															
2 SAT.		9.58P	1	NBC	N		87		A	14.1	24	1232	1756	846 450	892 238	446 434	417 384	450 139^	218^ 197^	209^ 207^	174^ 130^	240 208^									
									B	16.2	28	1416	1737	760 367	855 214	453 437	387 348	469 124	237 217	205 217	182 122	231 192									

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
EVENING CONT'D																																					
NBC NEWS DIGEST-SUN																																					
1 SUN. 9.31P 1 NBC N 78 79 B 11.3 16 988 2016 740 337 914 398 607 460 356 272 664 319 456 359 256 158 199 125^ 239 141^																																					
2 SUN. 8.58P 1 B 12.8 19 1119 1858 689 307 784 314 498 409 333 245 667 230 431 407 331 191 192 93 215 137																																					
NBC NEWS DIGEST-2-SUN.																																					
1 SUN. 10.48P 1 NBC N 87 B 12.3 20 1075 1548 748 372 873 323 565 536 376 279 500 225^ 349 331 201^111^ 152^100^ 23^ 23^																																					
B 16.6 27 1451 1701 791 307 881 340 578 495 381 260 546 167 354 357 299 160 184 79 90 79																																					
NBC NIGHTLY NEWS-SAT.																																					
SAT. 6.30P 30 NBC N 94 93 A 13.4 25 1171 1312 580 150 629 67^ 164 189 248 424 600 143 258 289 247 311 56^ 16^ 27^ 7^																																					
B 11.2 23 979 1397 607 143 686 96 200 228 269 423 603 142 253 267 264 314 48 6 60 33																																					
NBC NIGHTLY NEWS-SUN																																					
2 SUN. 6.30P 30 NBC N 82 A 8.7 15 760 1192 670 174^ 713 53^ 171^272^ 344^441 430 44^ 138^187^ 230^243^ 27^ LT 22^ 22^																																					
B 6.9 13 603 1400 728 209 777 122 252 312 360 435 559 144 272 312 235 240 27 LT 37 29																																					
NBC NIGHTLY NEWS																																					
M-F 6.30P 30 NBC N 99 99 A 12.3 21 1075 1527 695 236 745 148 276 309 350 389 636 156 281 266 257 316 69 45^ 77 48^																																					
B 11.3 21 988 1483 680 206 725 140 257 289 321 397 630 148 277 278 261 313 51 33 77 48																																					
NBC SUNDAY NIGHT MOVIE																																					
1 SUN. 9.33P 164 NBC FF 99 99 A 17.2 29 1503 1802 763 349 883 376 594 490 361 247 636 283 459 404 270 135 161 98 122 97																																					
2 SUN. 9.00P 120 B 18.0 29 1573 1791 777 325 865 362 584 500 365 234 643 263 464 424 301 144 180 72 103 78																																					
9.00 - 9.30																																					
A 18.1 26 1582 2135 746 293 875 395 641 491 355 185 723 305 553 546 357 130^ 236 137^ 301 213																																					
9.30 - 10.00																																					
A 17.6 26 1538 1987 799 348 926 395 636 514 380 251 678 280 497 467 322 131 205 114 178 139																																					
10.00 - 10.30																																					
A 17.6 27 1538 1876 782 358 908 394 627 505 372 245 677 306 497 427 291 137 160 94 131 106																																					
10.30 - 11.00																																					
A 17.0 28 1486 1830 764 369 901 397 621 494 366 237 673 313 494 410 283 133 172 101 84^ 71^																																					
11.00 - 11.30																																					
A 16.5 30 1442 1438 732 365 838 310 494 450 340 309 483 204 310 266 181^131^ 89^ 67^ 28^ 28^																																					
11.30 - 12.00																																					
A 16.9 41 1477 1477 733 365 836 343 510 465 338 279 524 251 346 278 170^143^ 95^ 80^ 22^ 22^																																					
12.00 - 12.30																																					
A 15.1 46 1320 1347 725 324 791 335 479 469 316 258 468 242 323 256 116^145^ 76^ 62^ 12^ 12^																																					
NEWHART																																					
2 MON. 9.00P 30 CBS CS 99 A 17.0 24 1486 1729 873 348 931 313 548 484 355 346 541 155^ 356 381 315 145^ 26^ 14^ 231 159^																																					
B 19.9 29 1739 1739 829 375 916 301 525 503 408 328 555 212 384 341 263 148 114 58 154 104																																					
NEWSBREAK-M-F																																					
1 M & TU 9.56P 1 CBS N 77 76 A 12.3 19 1075 1524 778 267 865 227 417 385 391 401 497 134 257 250 248 208 79 33^ 83 67																																					
1 W & F 9.58P 1 B 12.5 19 1093 1587 809 316 901 252 465 438 419 382 511 146 283 257 256 202 85 37 90 68																																					
1 THU. 10.15P 1																																					
2 MTHF 9.58P 1																																					
2 TUE. 9.54P 1																																					
2 WED. 9.43P 1																																					
NEWSBREAK-SAT.																																					
1 SAT. 9.58P 1 CBS N 79 80 A 8.3 14 725 1508 655 161^ 698 67^ 330 348 436 340 689 159^ 348 374 380 278 60^ 10^ 61^ 40^																																					
2 SAT. 9.49P 1 B 7.7 13 673 1659 701 311 790 197 443 422 400 312 684 206 410 395 339 232 96 27 89 61																																					
NEWSBREAK-SUN.																																					
1 SUN. 9.56P 2 CBS N 82 79 A 13.6 21 1189 1543 785 287 886 263 485 477 390 350 576 181 340 333 287 210 26^ 14^ 55^ 40^																																					
2 SUN. 10.23P 1 B 15.6 24 1363 1528 800 317 893 243 451 453 419 376 515 147 278 277 253 211 58 37 62 44																																					
NFL FOOTBALL SPECIAL(S)																																					
2 THU. 8.00P 198 ABC SE 99 A 12.1 19 1058 1518 487 150^ 528 123^ 285 275 317 208^ 857 284 551 566 413 247^ 48^ 25^ 85^ 24^																																					
8.00 - 8.30																																					
A 9.3 14 813 1502 542 209^ 565 116^ 255^270^ 333^272^ 771 224^ 392 480 356 291^ 114^ 86^ 52^ 24^																																					
8.30 - 9.00																																					
A 10.6 16 926 1418 512 175^ 552 98^ 280^275^ 353 237^ 732 196^ 367 448 334 284^ 91^ 47^ 43^ 22^																																					
9.00 - 9.30																																					
A 12.3 18 1075 1612 506 142^ 562 132^ 314 287 353 214^ 873 292 538 551 422 256^ 61^ 9^ 116^ 22^																																					
9.30 - 10.00																																					
A 12.7 19 1110 1559 549 151^ 584 170^ 340 302 332 214^ 850 304 555 571 382 234^ 18^ LT 107^ 21^																																					
10.00 - 10.30																																					
A 14.2 22 1241 1589 444 119^ 507 118^ 280 282 294 186^ 924 331 665 660 443 224 35^ 35^ 123^ 39^																																					
10.30 - 11.00																																					
A 12.8 21 1119 1483 458 130^ 485 110^ 269 263 286 176^ 927 312 662 617 467 231^ LT LT 71^ 17^																																					
11.00 - 11.30																																					
A 12.7 23 1110 1443 424 156^ 455 114^ 236^235^ 275 182^ 914 300 643 623 490 232^ 25^ LT 49^ 17^																																					

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
EVENING CONT'D																																			
NFL MONDAY NIGHT FOOTBALL										8	208	209	A	17.9	31	1564	1441	425	188	464	142	241	256	230	170	835	259	515	525	439	256	96	16v	46^	20v
1 MON. 9.00P 189 ABC SE										99	99	B	18.5	31	1617	1451	433	199	462	152	264	264	228	158	872	293	542	546	444	257	80	14	37	20	
2 MON. 9.00P 229																																			
9.00 - 9.30												A	18.4	27	1608	1588	479	217	524	141	270	293	281	197	851	278	504	512	427	271	129	20v	84^	44^	
9.30 - 10.00												A	20.4	30	1783	1509	455	210	486	143	248	267	249	183	856	274	521	541	448	262	98	11v	69^	28^	
10.00 - 10.30												A	20.6	31	1800	1476	417	199	465	173	251	254	202	159	858	272	521	532	444	264	102	18v	51^	25^	
10.30 - 11.00												A	19.1	30	1669	1445	410	180	452	138	221	238	220	175	852	259	530	535	459	258	102	21v	39^	20v	
11.00 - 11.30												A	16.3	30	1425	1351	401	179	421	121	214	249	217	150	827	247	523	543	449	249	94^	15v	9v	LT	
11.30 - 12.00												A	16.3	35	1425	1407	436	177	477	134	246	266	239	177	827	250	523	518	436	256	78^	9v	25v	11v	
12.00 - 12.30												A	14.4	37	1259	1304	382	141	437	141	251	241	214	150	781	241	498	492	399	244	62^	17v	24v	LT	
12.30 - 1.00												A	13.2	38	1154	1164	301	145^	359	122^	228^	192^	180^	109^	725	191^	462	454	405	222^	34v	17v	46v	LT	
NIGHT COURT										5	205	205	A	24.7	37	2159	1731	849	369	909	348	618	587	426	225	607	264	455	414	286	131	108	63^	107	86
1 THU. 10.00P 30 NBC CS										99	99	B	25.0	38	2185	1728	775	358	833	321	556	526	387	223	633	280	484	437	298	130	133	75	129	100	
2 THU. 9.30P 30																																			
1986										5	201	196	A	10.3	18	900	1537	683	314	747	195	363	392	383	310	625	164	383	363	311	221	99^	71^	66^	38v
TUE. 10.00P 60 NBC DN										99	99	B	10.6	18	926	1571	719	303	770	206	413	426	413	291	682	203	448	424	356	200	71	46	48	36	
10.00 - 10.30												A	10.7	18	935	1578	702	314	773	221	399	406	374	307	634	172	394	380	314	219	97^	76^	74^	50^	
10.30 - 11.00												A	9.9	18	865	1479	659	309	717	167	323	375	390	314	608	150^	363	340	304	225	98^	66^	56^	23v	
OUR HOUSE										6	200	204	A	13.5	20	1180	1853	792	322	883	259	474	439	395	346	557	189	331	305	257	191	176	101^	237	140
1 SUN. 7.33P 60 NBC GD										99	99	B	14.2	22	1241	1944	777	329	867	280	523	470	399	299	599	212	391	354	286	177	185	105	293	171	
2 SUN. 7.00P 60																																			
7.00 - 7.30												A	13.2	20	1154	1549	716	298	823	160^	352	403	404	377	413	101^	221^	229^	212^	156^	121^	64^	192^	106^	
7.30 - 8.00												A	13.4	20	1171	1843	802	336	881	266	476	434	376	343	564	192	332	293	265	201	153	96^	245	141	
8.00 - 8.30												A	14.0	20	1224	2100	839	311	932	328	573	475	417	325	665	254	422	382	283	206^	247	137^	256	163^	
PERFECT STRANGERS										5	209		A	17.2	26	1503	2059	634	269	743	331	547	496	348	150^	650	311	527	465	292	101^	207	114^	459	302
1 WED. 8.00P 30 ABC CS										99		B	16.9	27	1477	1888	735	284	822	342	580	523	366	193	535	232	406	365	252	106	228	121	303	211	
ST. ELSEWHERE										6	205	205	A	13.4	24	1171	1549	761	317	856	302	532	491	413	277	529	219	358	352	249	127	103^	35^	61^	52^
1 WED. 10.00P 60 NBC GD										99	99	B	14.2	24	1241	1570	802	362	906	339	584	544	419	266	511	201	365	349	251	115	88	32	65	51	
2 WED. 10.30P 60																																			
10.00 - 10.30												A	14.1	23	1232	1583	695	357	850	304	492	452	372	305	530	221^	334	369	244	127^	115^	48v	88^	88^	
10.30 - 11.00												A	13.1	23	1145	1514	775	305	866	320	548	501	412	277	490	213	339	334	220	112^	102^	35^	56^	46^	
11.00 - 11.30												A	13.4	27	1171	1542	796	285	834	265	538	507	455	247	589	217^	413	360	307	154^	81^	16v	38v	24v	
SCARECROW & MRS. KING										7	208	205	A	15.4	25	1346	1649	834	369	927	195	424	438	460	439	500	136	272	259	272	198	51^	15v	171	102^
FRI. 8.00P 60 CBS GD										99	98	B	14.8	25	1294	1634	788	343	895	209	439	433	425	399	513	140	281	276	265	195	70	32	156	93	
8.00 - 8.30												A	14.8	24	1294	1670	838	378	927	197	421	438	454	444	501	144	279	262	264	195	47^	7v	195	111	
8.30 - 9.00												A	16.0	26	1398	1624	830	362	926	192	425	438	467	434	497	125	264	255	278	202	54^	20v	147	94^	
SIDEKICKS										5	200		A	9.8	15	857	1620	655	265^	660	213^	478	440	426	164^	531	152^	317^	326	313^	170^	115^	1T	314^	226^
1 FRI. 9.30P 30 ABC OP										99		B	10.3	17	900	1858	691	360	749	257	476	452	381	232	531	186	353	329	264	159	186	95	392	291	
SIDEKICKS										1	196		A	9.3	16	813	1867	620	278^	663	157^	422	422	338^	241^	547	123^	385	385	331^	162^	90^	51v	567	457
2 SAT. 8.00P 30 ABC OP										94		B	9.3	16	813	1867	620	278	663	157	422	422	338	241	547	123	385	385	331	162	90	51	567	457	
SIMON & SIMON										7	208	207	A	14.9	22	1302	1494	729	326	872	202	400	393	428	397	464	100^	225	248	284	206	49^	20v	109^	64^
1 THU. 8.18P 60 CBS PD										99	99	B	13.2	20	1154	1639	749	295	867	200	414	416	424	381	556	130	295	291	316	225	74	37	142	90	
2 THU. 9.00P 60																																			
8.00 - 8.30												A	11.6	17	1014	1559	733	331	834	176^	370	411	449	365	522	118^	288	346	306	165^	32v	5v	171^	98^	
8.30 - 9.00												A	12.7	18	1110	1512	782	331	844	129^	351	428	502	390	526	128^	296	325	298	178^	26v	5v	116^	72^	
CONT'D																																			



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
EVENING CONT'D																																			
SIMON & SIMON-CONT'D																																			
9.00 - 9.30														A 15.3	22	1337	1521	732	340	883	219	418	378	412	403	462	99^	205	220	281	231	65^	45^	111	68^
9.30 - 10.00														A 17.5	26	1530	1431	696	301	893	232	421	380	401	412	410	79^	182^	205	269	205	46v	LT	82^	41v
60 MINUTES														A 25.3	38	2211	1639	698	279	780	154	321	355	365	384	697	177	346	370	344	297	58^	27^	104	54^
1 SUN. 7.00P 60 CBS DN 99 99														B 23.1	37	2019	1576	709	282	769	146	332	359	372	371	684	173	339	357	334	289	48	15	75	47
2 SUN. 7.33P 60														A 21.9	34	1914	1583	720	239	787	128^	301	336	372	415	692	182	306	335	340	317	43^	10v	61^	18v
7.00 - 7.30														A 25.2	38	2202	1649	700	272	769	154	317	356	357	375	728	197	366	389	351	306	54^	30^	98	41^
7.30 - 8.00														A 28.8	41	2517	1650	677	315	787	175	342	365	366	369	655	143	343	361	338	276	67^	30^	141	97^
8.00 - 8.30														A 10.1	16	883	1828	736	325	741	282^	530	497	407	183^	493	135^	280^	303^	302^	157^	148^	46v	446	327
SLEDGE HAMMER														B 10.6	17	926	1923	723	344	777	320	495	419	348	242	553	213	375	318	263	157	197	100	396	278
1 FRI. 9.00P 30 ABC CS 99														A 9.3	15	813	2148	700	291^	749	206^	433	491	406	258^	552	146^	423	423	382	129^	143^	104^	704	577
SLEDGE HAMMER														B 9.3	15	813	2148	700	291	749	206	433	491	406	258	552	146	423	423	382	129	143	104	704	577
2 SAT. 8.30P 30 ABC CS 93														A 12.2	19	1066	1422	727	154^	841	133^	292	309	368	502	458	102^	155^	182^	159^	258^	57v	50v	66v	65v
SPECIAL MOVIE PRSNT-MON(S)														A 12.6	19	1101	1523	750	167^	864	145^	296	316	361	516	464	102^	163^	175^	175^	259	87^	87^	108^	108^
1 MON. 9.00P 120 CBS FF 99														A 11.9	18	1040	1519	722	142^	840	141^	289	308	368	500	483	124^	191^	183^	172^	255^	95^	78^	101^	101^
9.00 - 9.30														A 11.8	19	1031	1339	708	148^	826	122^	288	315	372	486	431	85^	133^	178^	144^	253^	46v	34v	36v	26v
9.30 - 10.00														A 12.4	22	1084	1312	731	154^	835	121^	296	301	375	507	453	102^	138^	191^	143^	262	LT	LT	24v	24v
10.00 - 10.30																																			
10.30 - 11.00																																			
SPENSER: FOR HIRE														A 7.8	14	682	1522	705	422	781	303^	443	401^	320^	259^	537	236^	318^	393^	233^	144^	64v	64v	140^	94v
2 SAT. 10.00P 60 ABC PD 98														B 10.6	19	926	1470	697	297	778	234	413	420	385	293	466	147	250	274	244	169	118	46	108	79
10.00 - 10.30														A 7.6	13	664	1517	699	425	781	305^	459	412^	326^	250^	543	247^	329^	394^	225^	149^	54v	54v	139^	91v
10.30 - 11.00														A 8.1	15	708	1497	700	412	768	296^	419	386^	307^	264^	522	221^	302^	383^	235^	139^	71v	71v	136^	94v
SPORTSBREAK-SAT														A 9.7	16	848	1983	708	303	785	198	438	406	434	276	737	168	416	395	428	271	136^	88^	325	222
1 SAT. 8.58P 1 CBS SN 90 92														B 9.4	16	822	1761	709	290	790	186	408	389	395	329	655	181	372	344	353	246	105	59	211	137
2 SAT. 8.52P 1																																			
SPORTSBREAK-SUN														A 23.2	33	2028	1573	811	290	906	164	370	401	446	459	571	121	246	269	299	270	60^	43^	36^	25^
1 SUN. 8.26P 2 CBS SN 93 94														B 21.3	31	1862	1594	808	318	892	177	395	416	444	425	567	129	269	283	285	253	59	36	76	51
2 SUN. 9.05P 1																																			
STARMAN														A 10.3	18	900	1639	612	275^	641	222^	466	442	398	141^	700	231^	487	492	410	149^	115^	41v	183^	145^
1 FRI. 10.00P 60 ABC A 99														B 10.6	18	926	1811	695	332	761	297	521	484	366	192	612	209	435	415	342	144	170	64	268	193
10.00 - 10.30														A 10.2	17	891	1652	647	296^	665	224^	489	476	427	129^	707	228^	492	500	418	147^	97^	38v	183^	148^
10.30 - 11.00														A 10.5	18	918	1600	572	253^	611	216^	440	403	366	154^	683	230^	477	475	396	149^	127^	44v	179^	139^
20/20														A 15.0	25	1311	1299	648	239	743	139^	277	282	359	417	511	112^	242	267	262	214	33v	8v	12v	12v
1 THU. 10.00P 60 ABC DN 99														B 14.0	24	1224	1404	767	256	845	211	407	430	398	376	517	144	273	283	261	199	20	6	22	15
10.00 - 10.30														A 15.2	24	1328	1282	584	230	717	157^	279	280	338	379	518	111^	247	279	269	207^	30v	9v	17v	17v
10.30 - 11.00														A 14.8	27	1294	1309	710	247	768	120^	271	282	377	456	500	110^	235	255	254	218	34v	7v	7v	7v
227														A 19.8	33	1731	1870	844	383	933	285	509	442	381	377	446	153	246	213	189	175	175	103	316	216
SAT. 8.30P 30 NBC CS 98 99														B 19.5	33	1704	1868	807	350	908	276	497	450	367	357	454	149	246	220	194	182	167	92	339	239
VALERIE														A 15.1	22	1320	2017	804	370	944	433	615	510	339	285	621	270	415	349	256	157^	277	140^	175^	116^
1 SUN. 9.03P 30 NBC CS 99														B 15.8	23	1381	1976	775	329	852	383	581	482	338	228	615	251	423	388	287	150	245	123	264	175
VALERIE														A 13.6	19	1189	1968	837	361	935	364	585	468	331	323	500	260	372	268	187^	112^	203^	132^	330	198^
2 SUN. 8.00P 30 NBC CS 99														B 13.6	19	1189	1968	837	361	935	364	585	468	331	323	500	260	372	268	187	112	203	132	330	198



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
EVENING CONT'D																																			
WEBSTER														A 14.9	25	1302	1843	704	291	829	258	466	391	337	332	437	123	205	203	192	192	152	106^	425	232
FRI. 8.00P 30 ABC CS														B 14.0	24	1224	1804	700	306	816	253	453	426	348	312	431	126	229	218	198	175	168	121	389	236
WE THE PEOPLE														A 12.3	18	1075	1654	748	325	883	260	483	390	422	357	590	170	349	318	316	221	52^	40^	129	64
1 TUE. 8.58P 1 CBS DO														B 12.3	18	1075	1654	748	325	883	260	483	390	422	357	590	170	349	318	316	221	52	40	129	64
1 THU. 9.15P 1																																			
2 MTUTh 8.58P 1																																			
WHO'S THE BOSS?														A 23.5	35	2054	2014	778	365	854	379	597	510	344	207	556	258	391	320	220	137	260	135	344	201
TUE. 8.00P 30 ABC CS														B 22.5	35	1967	1934	761	360	834	344	569	526	370	203	537	228	373	337	238	135	250	130	313	206
WIZARD SPCL(S)														A 10.4	18	909	2142	711	300^	782	200^	484	441	400	244^	696	227^	473	403	341	186^	206^	133^	458	312
1 SAT. 8.00 - 8.30 60 CBS A														A 9.9	18	865	1986	666	254^	747	163^	445	411	385	255^	697	237^	471	393	317^	198^	137^	88^	405	256^
8.30 - 9.00														A 10.8	19	944	2293	758	344	818	231^	523	474	415	234^	702	220^	479	413	363	179^	267^	175^	506	364
YOU AGAIN ?														A 14.1	21	1232	1508	578	304	740	200^	372	337	305	316	497	167^	273	325	241	154^	128^	70^	143^	102^
1 WED. 9.30P 30 NBC CS														B 15.3	23	1337	1686	718	331	860	320	511	448	346	282	464	162	304	286	224	127	179	78	183	144
LATE FRINGE																																			
ABC NEWS:NIGHTLINE														A 5.9	17	516	1083	480	184	545	89^	243	238	297	270	494	136	266	256	238	199	28v	23v	16v	16v
1 TUTHF 11.30P 31 ABC N														B 5.4	15	472	1136	545	199	580	105	251	291	325	269	531	141	297	295	282	199	12	LT	13	13
1 WED. 11.30P 35																																			
2 TU & F 11.30P 31																																			
2 WED. 11.41P 19 11.30 - 12.00														A 6.0	17	524	1080	479	181	542	91^	238	234	289	271	491	135	262	253	236	200	31v	24v	16v	16v
ABC NEWS:NIGHTLINE-MON														A 3.7	20	323	957	418^	155^	427^	74v	238^	226^	236^	167^	508	118^	192^	269^	254^	223^	22v	22v	LT	LT
1 MON. 12.51A 31 ABC N														B 3.7	20	323	1039	410	176	425	77	226	248	238	166	599	182	352	378	334	187	LT	LT	LT	LT
2 MON. 1.29A 31																																			
ABC NEWS:NIGHTLINE-WED														A 5.2	18	454	819	410^	112v	473^	143v	143v	79v	130v	330^	346^	73v	73v	97v	53v	220^	LT	LT	LT	LT
2 WED. 12.00M 12 ABC N														B 4.4	16	385	1021	473	109	503	122	178	174	161	299	518	80	189	287	265	217	LT	LT	LT	LT
ABC NEWS:NIGHTLINE-THU														A 3.7	17	323	975	307^	16v	307^	25v	83v	198v	201v	90v	668^	222^	266^	411^	213v	257^	LT	LT	LT	LT
2 THU. 12.35A 31 ABC N														B 3.7	17	323	975	307	16	307	25	83	198	201	90	668	222	266	411	213	257	LT	LT	LT	LT
ABC WEEKEND REPORT-SAT.														A 2.8	12	245	971	722	233^	755	216^	449^	477^	311^	278^	216^	LT	37v	61v	134v	155^	LT	LT	LT	LT
SAT. 11.30P 15 ABC N														B 2.3	8	201	1072	656	195	687	148	397	398	358	279	365	93	152	162	149	182	LT	LT	LT	LT
ABC WEEKEND REPORT-SUN.														A 2.8	9	245	743	413^	204^	413^	78v	266^	237^	233^	147v	318^	36v	212^	212^	193^	106v	LT	LT	LT	LT
1 SUN. 11.50P 15 ABC N														B 2.5	9	219	977	480	264	515	98	302	295	284	193	411	73	215	239	239	147	39	39	LT	LT
2 SUN. 11.30P 15																																			
CBS LATE NIGHT I														A 4.4	16	385	1242	580	219	687	273	382	366	267	264	478	177^	299	217	218	160^	43v	23v	34v	26v
1 M & W 11.30P 66 CBS FF														B 4.4	16	385	1203	563	217	654	222	358	331	306	240	461	134	272	231	241	167	51	14	37	15
1 TUE. 11.30P 64																																			
1 THU. 11.48P 66																																			
FRI. 11.30P 67																																			
2 M & TH 11.30P 66																																			
2 TUE. 11.30P 63																																			
2 WED. 12.14A 66																																			
11.30 - 12.00														A 4.6	14	402	1306	625	224	720	264	391	374	302	286	470	162^	286	229	221	169^	56^	29v	60^	48^
12.00 - 12.30														A 4.4	17	385	1221	568	210	682	279	392	368	260	254	472	177^	304	216	228	150^	43v	24v	24v	18v
CONT'D																																			

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1986 REPORT

PROGRAM NAME		WK	#	DAY	START TIME	DUR	NET	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
													AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
LATE FRINGE CONT'D																																					
CBS LATE NIGHT I-CONT'D																																					
12.30 - 1.00													A	3.9	19	341	1223	521	210	642	273	359	360	239	231	572	252	363	214	208	179	LT	LT	LT	LT		
1.00 - 1.30													A	3.4	21	297	943	627	236	657	266	266	339	198	287	286	LT	114	104	104	172	LT	LT	LT	LT		
CBS LATE NIGHT II													A	3.0	18	262	1061	453	194	568	248	321	317	195	209	439	165	282	190	209	142	35	19	19	LT	LT	
1 MON. 12.36A 46 CBS FF 89 88													B	3.0	18	262	1092	492	181	556	215	309	292	231	200	474	147	303	240	247	154	37	LT	25	LT	LT	
1 TUE. 12.34A 53																																					
1 WED. 12.36A 47																																					
1 THU. 12.54A 49																																					
1 FRI. 12.37A 42																																					
2 MON. 12.36A 43																																					
2 TUE. 12.33A 53																																					
2 WED. 1.20A 48																																					
2 THU. 12.36A 42																																					
2 FRI. 12.37A 46																																					
12.30 - 1.00													A	3.3	17	288	1153	500	214	597	256	336	347	222	212	499	180	323	222	253	163	39	25	18	LT		
1.00 - 1.30													A	2.8	18	245	1086	452	199	587	260	346	330	188	213	450	181	299	195	204	132	29	LT	20	LT		
1.30 - 2.00													A	2.6	22	227	498	274	LT	428	154	163	158	141	212	70	LT	LT	LT	LT	LT	LT	LT	LT	LT		
2.00 - 2.30													A	2.9	29	253	289	210	LT	289	79	79	LT	100	210	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
CBS NEWS NIGHTWATCH-1													A	1.1	11	96	479	219	177	302	LT	125	114	229	156	177	63	177	114	114	LT	LT	LT	LT	LT	LT	LT
1 M-WSU 2.00A 30 CBS N 51 50													B	1.0	11	87	529	272	137	334	LT	129	126	249	200	179	LT	115	103	109	59	LT	LT	LT	LT	LT	
1 THU. 2.18A 12																																					
2 MTUTHS 2.00A 30																																					
CBS NEWS NIGHTWATCH-2													A	1.2	15	105	305	134	LT	162	LT	58	76	105	76	143	LT	96	57	57	47	LT	LT	LT	LT	LT	
1 M-THSU 2.30A 30 CBS N 67 67													B	1.2	16	105	543	220	73	268	77	112	125	149	132	258	LT	158	160	164	87	LT	LT	LT	LT	LT	
2 MTUTHS 2.30A 30																																					
2 WED. 2.44A 16																																					
CBS NEWS NIGHTWATCH-3													A	1.0	19	87	333	172	80	184	LT	104	127	115	57	149	LT	LT	LT	103	114	LT	LT	LT	LT	LT	LT
M-THSU 3.00A 180 CBS N 79 79													B	1.0	20	87	469	237	108	254	63	107	132	121	115	209	LT	85	85	101	121	LT	LT	LT	LT		
3.00 - 3.30													A	1.2	18	105	257	143	86	153	LT	124	124	124	LT	104	LT	LT	LT	67	76	LT	LT	LT	LT		
3.30 - 4.00													A	1.0	18	87	264	115	92	138	LT	138	138	138	LT	126	LT	LT	LT	114	80	LT	LT	LT	LT		
4.00 - 4.30													A	.9	18	79	177	76	LT	76	LT	76	76	76	LT	101	LT	LT	LT	88	88	LT	LT	LT	LT		
4.30 - 5.00													A	.9	19	79	203	102	LT	102	LT	64	102	102	LT	101	LT	LT	LT	88	88	LT	LT	LT	LT		
5.00 - 5.30													A	.9	20	79	481	254	LT	254	LT	64	127	102	127	227	LT	LT	LT	139	177	LT	LT	LT	LT		
5.30 - 6.00													A	.9	17	79	494	317	115	330	127	152	190	88	140	164	LT	LT	LT	101	164	LT	LT	LT	LT		
CBS SUNDAY NEWS-OSGOOD													A	4.6	10	402	1139	594	256	629	143	303	315	309	303	482	229	325	313	191	144	28	28	LT	LT	LT	LT
1 SUN. 11.00P 15 CBS N 66 67													B	5.0	10	437	1338	684	207	708	165	297	306	287	379	585	166	318	319	291	247	36	LT	LT	LT	LT	
2 SUN. 11.33P 15																																					
DAVID LETTERMAN I													A	3.8	19	332	1235	460	256	656	271	425	301	283	172	518	271	398	280	202	93	52	15	LT	LT	LT	LT
1 M-W 12.30A 30 NBC GV 99 99													B	3.8	20	332	1178	439	226	600	246	371	275	267	165	540	237	419	356	264	87	28	LT	LT	LT	LT	
1 THU. 1.00A 30																																					
2 MTUTH 12.30A 30																																					
2 WED. 1.00A 30																																					
DAVID LETTERMAN II													A	3.0	20	262	1080	474	263	653	248	424	328	290	172	427	194	297	222	172	91	LT	LT	LT	LT	LT	
1 M-W 1.00A 30 NBC GV 99 99													B	2.9	20	253	1059	408	181	530	204	316	263	239	149	498	235	382	310	226	86	LT	LT	LT	LT	LT	
1 THU. 1.30A 30																																					
2 MTUTH 1.00A 30																																					
2 WED. 1.30A 30																																					

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
LATE FRINGE CONT'D																																	
DICK CAVETT-TUE					6	118	118	A	1.8	11	157	420^	267^191v	312^	LT	134v134v	274^178v	108v	38v	38v	38v	70v	70v	LT	LT	LT	LT						
TUE. 12.31A 59 ABC CC					70	69	B	1.4	9	122	432	215 106	238	LT	87 96	165 142	194	58	99	99	88	95	LT	LT	LT	LT							
12.30 - 1.00							A	1.9	10	166	349^	247^139v	277^	LT	139v139v	277^138v	72v	72v	72v	72v	LT	LT	LT	LT	LT	LT							
1.00 - 1.30							A	1.7	11	149	477^	296^249^	343^	LT	128v128v	269^215v	134v	LT	LT	LT	134v134v	LT	LT	LT	LT	LT							
DICK CAVETT-WED					6	121	121	A	1.3	7	114	482^	211v 44v	290v114v	140v LT	114v150v	192v113v	113v123v	70v	LT	LT	LT	LT	LT	LT	LT							
1 WED. 12.05A 59 ABC CC					72	70	B	1.3	7	114	536	286 LT	313	LT	113 131	160 144	217	LT	62 107	120 90	LT	LT	LT	LT	LT	LT							
2 WED. 12.12A 59							A	1.4	7	122	525^	247v LT	312^132v	132v LT	123v180v	213v139v	139v124v	66v	LT	LT	LT	LT	LT	LT	LT								
12.00 - 12.30							A	1.1	6	96	531^	239v 84v	333v105v	157v 52v	134v176v	198v115v	115v135v	89v	LT	LT	LT	LT	LT	LT	LT								
12.30 - 1.00							A	1.1	7	96	323v	LT 94v	188v188v	188v LT	LT LT	135v LT	LT 135v	93v	LT	LT	LT	LT	LT	LT	LT								
1.00 - 1.30																																	
FRIDAY NIGHT VIDEOS					6	192	191	A	3.4	18	297	1013	623 215^	640 260^	391^343^	296^172^	155^ 43v	94v119v	102v 23v	171^ 70v	47v 30v												
FRI. 12.30A 90 NBC PC					97	97	B	3.4	18	297	1020	502 214	603 294	388 336	242 146	205 79	134 146	107 41	172 63	40 34													
12.30 - 1.00							A	4.2	18	367	1079	703 223^	730 319^	502 384^	304^191^	168^ 68v	104^127^	89v 30v	96v 46v	85v 74v													
1.00 - 1.30							A	3.3	18	288	938	573 184^	573 180^	337^348^	316^138^	143^ 28v	67v108v	97v 35v	205^ 80v	17v LT													
1.30 - 2.00							A	2.8	18	245	971	555^240^	555^249^	273^274^	256^167^	151^ 36v	118v115v	115v LT	249^ 98v	LT LT													
G MICHAELS SPORTS MACHINE					8	79	82	A	2.0	9	175	1131	685^177v	765^319^	457^474^	315^148v	349^ 97v	258^172v	161v 91v	LT LT	LT LT												
1 SUN. 12.54A 15 NBC SC					53	53	B	2.0	9	175	986	518 95	552 130	311 340	279 160																		
2 SUN. 11.30P 15																																	
JIMMY BRESLIN'S PEOPLE-TH					7	118	120	A	1.2	7	105	562^	133v143v	238v 48v	153v152v	190v LT	324v134v	210v191v	190v114v	LT LT	LT LT												
1 THU. 12.01A 59 ABC CC					69	70	B	1.1	6	96	524	249 136	295 60	182 185	205 81																		
2 THU. 1.06A 59							A	1.1	5	96	510v	167v209v	282v LT	282v282v	282v LT	228v LT	124v124v	228v104v	LT LT	LT LT													
12.00 - 12.30							A	.8	5	70	286v	LT LT	229v LT	229v229v	229v LT	LT LT	LT LT	LT LT	LT LT	LT LT													
12.30 - 1.00							A	1.6	10	140	864^	172v172v	172v LT	LT 172v	172v LT	692^407v	457v457v	285v235v	LT LT	LT LT													
1.00 - 1.30							A	1.3	10	114	465v	124v124v	264v140v	140v LT	124v115v	201v 43v	157v114v	158v 44v	LT LT	LT LT													
1.30 - 2.00																																	
JIMMY BRESLIN'S PEOPLE-FR					7	98	96	A	1.0	4	87	839^	380v115v	414v LT	92v196v	287v218v	356v 91v	161v242v	208v114v	69v 69v	LT LT												
FRI. 12.01A 59 ABC CC					57	57	B	1.0	4	87	444	212 95	221 LT	LT 77	102 144	204 LT	LT 97	128 107	LT LT	LT LT													
12.00 - 12.30							A	1.1	4	96	1063^	459^230v	521^ LT	177v271v	406^250v	469^104v	188v333v	334v136v	73v 73v	LT LT													
12.30 - 1.00							A	.9	4	79	608^	316v LT	316v LT	LT 126v	177v190v	228v 89v	140v140v	LT 88v	64v 64v	LT LT													
SATURDAY NIGHT					4	199	197	A	7.6	24	664	1541	680 272	751 392	503 463	259 157^	491 236	368 304	194^ 87^	219 128^	80^ 60^												
1 SAT. 11.30P 79 NBC GV					99	99	B	6.8	22	594	1502	644 340	736 379	514 478	270 144	494 266	373 305	183 91	179 101	93 73													
2 SAT. 11.30P 80																																	
11.30 - 12.00							A	9.2	25	804	1580	707 287	766 352	480 451	291 201	525 226	359 341	234 100^	198 105^	91^ 71^													
12.00 - 12.30							A	7.0	23	612	1497	670 251	756 440	531 482	233 121^	490 234	382 303	188^ 90^	156^ 86^	95^ 68^													
12.30 - 1.00							A	5.9	22	516	1572	653 285	731 404	518 467	248^128^	429 269^	371 234^	115^ 58v	376 257^	36v 22v													
TONIGHT SHOW					30	202	201	A	6.8	22	594	1303	670 220	727 185	334 338	356 308	453 137	252 232	227 165	67^ 38^	56^ 32^												
1 MTUWF 11.30P 60 NBC GV					99	99	B	6.7	22	586	1324	640 201	716 209	352 344	343 290	505 167	330 303	260 146	60 30	43 19													
1 THU. 12.00M 60																																	
2 MTUThF 11.30P 60																																	
2 WED. 12.00M 60																																	
11.30 - 12.00							A	7.6	21	664	1360	705 210	747 174	332 356	371 331	468 122	256 241	238 185	83^ 48^	62^ 38^													
12.00 - 12.30							A	6.6	24	577	1244	646 222	703 194	331 319	335 291	432 140	245 215	213 147	54^ 24v	55^ 32^													
12.30 - 1.00							A	5.3	25	463	1145	533 237	656 169	315 281	345 254	422 161	208 261	216 127^	54^ 54^	13v LT													
WEEKDAY DAYTIME																																	
ABC AFTERSCHOOL SPECIAL(S)					176		A	6.5	18	568	1136	650 199^	650 266^	410^460^	358^150^	172^ 75v	75v 40v	8v 97v	188^129^	126v 92v													
CONT'D																																	

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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	ING.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
																TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11			
WEEKDAY DAYTIME CONT'D																																
GENERAL HOSPITAL						26	208	209	A	8.4	27	734	1282	785	291	897	414	616	559	374	205	204	49^	96	91^	84^	96	106	83^	75^	28^	
M-F						3.00P	60	ABC	DD	99	99	B	8.4	29	734	1286	795	235					193	59	103	83	69	85	104	88	75	28
3.00 - 3.30												A	8.2	27	717	1266	788	287					205	51^	99	89^	82^	97	94^	73^	72^	22^
3.30 - 4.00												A	8.5	27	743	1293	789	294					200	46^	94	86^	86^	96	113	91^	81^	32^
GOOD MORNING, AMERICA-730						30	208	209	A	4.7	22	411	1085	629	219	685	156^	366	402	355	270	326	92^	175	166^	135^	146^	13^	LT	61^	22^	
M-F						7.30A	30	ABC	N	99	99	B	4.5	22	393	1183	693	235					341	85	194	193	164	143	35	16	55	27
GOOD MORNING, AMERICA-830						30	206	207	A	4.6	20	402	1107	726	144^	760	163^	375	389	363	353	315	64^	146^	119^	147^	169^	LT	LT	23^	LT	
M-F						8.30A	30	ABC	N	99	99	B	4.4	21	385	1147	727	130					330	65	148	126	162	175	12	LT	30	LT
GUIDING LIGHT						35	207	207	A	6.6	21	577	1329	794	216	949	239	432	409	388	455	230	82^	140	84^	80^	77^	108^	71^	42^	31^	
M-F						3.00P	60	CBS	DD	99	99	B	6.3	21	551	1339	821	190					236	82	135	94	96	86	93	67	58	29
3.00 - 3.30												A	6.5	22	568	1305	791	208					227	86^	142	81^	75^	72^	92^	58^	37^	27^
3.30 - 4.00												A	6.8	21	594	1318	789	213					226	76^	133	82^	80^	81^	117	82^	42^	34^
LOVING						30	183	184	A	3.9	14	341	1150	761	190^	849	352	607	542	338	212	205	49^	105^	117^	88^	88^	14^	14^	82^	LT	
M-F						12.30P	30	ABC	DD	91	91	B	3.8	15	332	1259	833	171					228	59	117	116	102	97	39	29	67	LT
NBC NEWS AT SUNRISE						30	191	191	A	2.2	16	192	958	515	306^	525	46^	203^	292^	334^	233^	423	147^	276^	259^	249^	147^	LT	LT	LT	LT	LT
M-F						6.30A	30	NBC	N	96	97	B	2.2	18	192	1023	475	265					450	110	282	302	252	143	LT	LT	LT	LT
NBC NEWS DIGEST-DAYTIME						18	193	193	A	4.4	15	385	1364	883	268	1016	278	580	569	494	364	262	92^	132^	83^	103^	98^	36^	36^	50^	LT	
M-F						2.57P	1	NBC	N	96	96	B	4.3	15	376	1304	862	188					253	76	115	99	111	99	49	49	31	LT
NEW CARD SHARKS						35	173	173	A	4.3	18	376	1101	691	136^	736	176^	280	301	233	411	268	69^	124^	79^	117^	144^	LT	LT	88^	31^	

M-F		10.30A	30	CBS	QP	84	85			B	3.6	16	315	1142	687	140		755	202	318	287	262	405	285	70	133	100	126	145	25	LT	77	26
NEWSBREAK-11.57						35	186	186		A	7.2	29	629	1267	717	161		813	177	316	337	307	435	314	116	166	60^	110	148	52^	14^	88^	34^
M-F		11.57A	2	CBS	N	87	87			B	6.5	28	568	1232	708	182		803	179	326	307	323	434	318	84	143	90	149	164	41	17	70	19
NEWSBREAK-3.44						35	198	199		A	6.5	21	568	1283	777	213		923	234	408	390	370	456	209	71^	128	81^	81^	71^	112^	74^	39^	32^
1 MON.		3.41P	1	CBS	N	97	97			B	6.2	20	542	1309	797	189		917	235	445	395	404	419	227	84	132	97	92	79	99	76	66	31
1 TUE.		3.43P	1																														
1 W & F		3.44P	1																														
1 THU.		3.42P	1																														
2 MON.		3.45P	1																														
2 TUE.		3.39P	1																														
2 W & F		3.42P	1																														
2 THU.		3.47P	1																														
ONE LIFE TO LIVE						28	209	210		A	7.4	26	647	1270	769	202		864	408	624	580	349	177	270	79^	146	135	108	110	37^	31^	99^	24^
M-F		2.00P	60	ABC	DD	99	99			B	7.3	26	638	1217	787	214		892	403	625	565	376	200	227	77	121	94	77	99	33	27	65	15
2.00 - 2.30										A	7.1	24	621	1269	791	205		887	426	653	604	359	174	259	74^	138	126	104^	108^	26^	21^	97^	21^
2.30 - 3.00										A	7.5	26	656	1279	761	201		857	397	607	568	346	183	279	83^	153	140	110	112	44^	38^	99^	23^
PRICE IS RIGHT 1						34	207	207		A	6.6	28	577	1289	744	151		811	161	326	356	332	434	323	96^	177	96^	147	140	51^	17^	104^	24^
M-F		11.00A	30	CBS	AP	99	99			B	6.0	27	524	1276	744	171		823	194	351	338	339	425	327	83	156	110	160	158	45	21	81	22
PRICE IS RIGHT 2						35	207	207		A	8.4	34	734	1277	736	144		802	159	315	340	317	434	324	109	166	63^	119	158	52^	16^	99	33^
M-F		11.30A	30	CBS	AP	99	99			B	7.5	32	656	1242	739	170		814	172	331	324	341	438	319	80	140	87	151	169	39	19	70	21
RYAN'S HOPE						30	167	167		A	2.8	10	245	1078	694	155^		784	282	539	457	339	245^	192^	32^	85^	101^	98^	91^	21^	LT	81^	LT
M-F		12.00N	30	ABC	DD	85	85			B	2.6	10	227	1172	726	190		834	334	568	487	330	253	216	52	95	81	94	115	37	LT	85	LT
SALE OF THE CENTURY						30	163	163		A	3.9	16	341	1173	748	128^		798	188^	335	308	290	437	256	59^	118^	88^	82^	138^	14^	LT	105^	50^
M-F		10.30A	30	NBC	QG	84	84			B	3.8	17	332	1211	798	157		852	235	396	339	316	432	277	71	128	88	90	146	LT	LT	71	19

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

NOV. 1986 REPORT  
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PROGRAM NAME										AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
							WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.
WEEKDAY DAYTIME CONT'D																											
SANTA BARBARA 30 197 197 A 4.4 14 385 1338 833 138^ 875 332 464 423 364 333 241 81^ 114^ 55^ 82^ 122^ 102^ 89^ 120^ 78^																											
M-F 3.00P 60 NBC DD 97 97 B 4.2 14 367 1359 877 130 927 367 485 395 349 380 225 64 107 70 91 114 93 66 114 73																											
3.00 - 3.30 A 4.3 14 376 1311 866 148^ 912 343 486 455 380 341 246 91^ 125^ 58^ 77^ 116^ 74^ 69^ 79^ 45^																											
3.30 - 4.00 A 4.6 14 402 1313 773 121^ 815 308 425 381 340 320 221 67^ 93^ 44^ 79^ 123^ 123^ 102^ 154^ 107^																											
SCRABBLE 30 193 194 A 4.7 19 411 1292 748 160^ 802 187 318 300 299 427 331 74^ 118^ 99^ 141^ 182 34^ 20^ 125^ 76^																											
M-F 11.30A 30 NBC QG 96 96 B 4.6 20 402 1218 752 137 800 158 314 315 326 434 333 81 122 117 131 177 20 13 65 28																											
SEARCH FOR TOMORROW 30 144 144 A 2.5 9 219 1717 854 160^ 979 343 457 360 315 476 498 170^ 283^ 201^ 242^ 160^ 57^ 40^ 183^ 109^																											
M-F 12.30P 30 NBC DD 74 74 B 2.3 9 201 1615 805 187 966 362 463 354 321 467 491 171 271 173 238 179 39 28 119 69																											
SUPER PASSWORD 30 149 149 A 3.4 13 297 1310 714 95^ 842 152^ 293 266 339 519 326 75^ 98^ 71^ 114^ 212^ 40^ 27^ 102^ 37^																											
M-F 12.00N 30 NBC QG 72 72 B 3.4 13 297 1153 736 91 802 118 253 255 323 513 272 55 85 66 103 175 41 LT 38 LT																											
TODAY SHOW-7.30AM 30 204 204 A 5.5 25 481 1299 756 293 783 149 388 409 398 329 408 125^ 201 181 169 187 19^ 19^ 89^ 77^																											
M-F 7.30A 30 NBC N 99 99 B 5.1 25 446 1307 745 248 795 178 426 423 383 318 430 114 214 209 201 181 16 LT 66 56																											
TODAY SHOW-8.30AM 30 204 204 A 5.3 23 463 1184 811 185 830 191 389 356 334 400 302 71^ 127^ 116^ 115^ 162 LT LT 46^ 35^																											
M-F 8.30A 30 NBC N 99 99 B 5.0 23 437 1199 809 162 832 176 363 358 328 425 323 69 138 124 146 164 11 LT 33 21																											
\$25,000 PYRAMID 34 177 177 A 4.1 17 358 1078 753 109^ 795 178^ 351 344 302 407 201 31^ 95^ 90^ 114^ 103^ LT LT 70^ 14^																											
M-F 10.00A 30 CBS QP 91 91 B 3.6 16 315 1151 710 154 788 198 354 316 300 403 278 81 140 109 115 125 19 LT 66 17																											
WHEEL OF FORTUNE 30 208 208 A 6.3 26 551 1285 787 125 835 161 298 312 314 470 338 83^ 134 79^ 118^ 199 35^ 16^ 77^ 38^																											
M-F 11.00A 30 NBC QG 98 98 B 6.0 27 524 1256 799 132 846 161 321 326 335 469 323 73 118 95 118 182 22 14 65 20																											
YOUNG AND THE RESTLESS 35 208 208 A 8.4 31 734 1260 840 216 960 268 477 457 421 410 223 60^ 119 83^ 91^ 95 35^ 11^ 42^ 18^																											
M-F 12.30P 60 CBS DD 99 99 B 7.9 31 690 1249 822 198 941 279 498 423 401 388 244 64 120 90 101 118 25 15 39 12																											
12.30 - 1.00 A 8.4 31 734 1244 833 199 942 252 463 453 418 408 220 57^ 114 77^ 91^ 98 35^ 10^ 47^ 19^																											
1.00 - 1.30 A 8.4 30 734 1266 851 226 979 284 493 464 425 411 222 66^ 124 85^ 85^ 89^ 28^ 9^ 37^ 15^																											
*WEEKEND DAYTIME																											
ABC WEEKEND SPECIALS 7 173 172 A 4.2 14 367 1777 369^ 189^ 467 279^ 377^ 214^ 149^ 90^ 183^ 46^ 128^ 158^ 112^ 25^ 173^ 157^ 954 556																											
SAT. 12.00N 30 ABC FV 88 87 B 4.0 14 350 1671 379 149 440 261 319 256 135 114 331 115 232 205 144 79 132 94 768 472																											
AL MCGUIRE BASKETBALL SP.(S) 160 A 3.9 9 341 924 484^ 65^ 484^ 64^ 64^ 115^ 115^ 305^ 287^ 120^ 120^ 120^ 91^ 167^ LT LT 153^ 103^																											
2 SAT. 5.30P 30 NBC SC 88																											
ALL NEW EWOKS 7 195 195 A 4.0 13 350 1826 254^ 123^ 338^ 130^ 246^ 169^ 157^ 92^ 312^ 111^ 298^ 289^ 187^ 14^ 256^ 185^ 920 494																											
SAT. 11.30A 30 ABC CA 93 90 B 4.2 15 367 1689 414 172 469 269 377 291 158 87 226 83 187 166 116 37 133 85 861 489																											
ALVIN AND THE CHIPMUNKS 3 201 199 A 7.0 24 612 1822 366 92^ 379 223^ 281 177^ 83^ 98^ 317 184^ 235 175^ 115^ 73^ 201^ 95^ 925 537																											
SAT. 10.30A 30 NBC CA 99 99 B 6.8 23 594 1848 363 164 446 294 344 214 83 87 262 142 177 138 107 78 235 111 905 504																											
AMERICAN BANDSTAND 7 132 127 A 2.3 7 201 1587 329^ 125^ 458^ 254^ 343^ 219^ 150^ 75^ 408^ 159^ 329^ 328^ 249^ 51^ 139^ 54^ 582^ 269^																											
SAT. 1.00P 30 ABC PC 64 63 B 2.3 7 201 1440 381 133 448 217 305 295 167 101 335 70 220 226 204 86 166 113 491 319																											
BERENSTAIN BEARS 8 171 170 A 2.4 15 210 1624 201^ 206^ 330^ 244^ 272^ 215^ 57^ 58^ 229^ 68^ 157^ 148^ 161^ 72^ 93^ LT 972 686																											
SAT. 8.00A 30 CBS CA 81 81 B 2.5 16 219 1729 255 74 307 143 195 191 99 84 239 105 182 173 113 52 105 51 1078 632																											
BUGS BUNNY & TWEETY SHOW 7 200 201 A 4.9 17 428 1673 220^ 133^ 323^ 123^ 222^ 170^ 141^ 91^ 235^ 114^ 199^ 170^ 97^ 36^ 256^ 128^ 859 493																											
SAT. 11.00A 30 ABC CA 96 95 B 4.7 16 411 1827 439 244 505 329 395 299 134 85 310 162 243 150 108 67 126 66 886 506																											
BUSINESS WORLD 6 124 123 A 2.1 6 184 1120 587^ 305^ 587^ 87^ 87^ 87^ 55^ 500^ 261^ 105^ 175^ 175^ 70^ 86^ LT LT 262^ 228^																											
SUN. 12.30P 30 ABC N 76 76 B 1.7 5 149 1226 518 419 724 242 327 166 184 397 346 143 227 198 124 119 38 LT 118 105																											
CARE BEAR FAMILY 8 204 204 A 3.5 17 306 1794 285^ 95^ 285^ 118^ 158^ 104^ 99^ 108^ 128^ 72^ 95^ 73^ 45^ 33^ 205^ 146^ 1176 775																											
SAT. 8.30A 30 ABC CA 98 98 B 3.9 19 341 1721 322 151 355 200 265 240 108 77 130 66 97 74 39 33 151 93 1085 695																											

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																	
CBS COLLEGE FOOTBALL PRE 8 188 189 A 4.5 15 393 1924 462 135^ 500 225^ 252^127^ 127^219^ 681 214^ 422 310^ 300^244^ 212^108^ 531 330^																																	
1 SAT. 12.00N 19 CBS SC 95 96 B 4.6 15 402 1654 407 136 447 166 232 167 163 182 700 222 427 349 319 245 162 68 345 208																																	
2 SAT. 12.00N 17																																	
CBS COLLEGE FOOTBALL GAME 8 190 199 A 7.2 21 629 1417 443 148^ 467 119^ 229 192^ 204^204^ 746 230 442 382 350 253 76^ 29^ 128^ 70^																																	
1 SAT. 12.19P 200 CBS SE 95 98 B 7.3 20 638 1336 392 137 422 88 195 185 206 198 759 226 415 381 352 293 73 14 82 48																																	
2 SAT. 12.17P 242																																	
12.00 - 12.30 A 4.9 16 428 1846 465 122^ 490 220^ 281^163^ 166^181^ 698 194^ 397 332 297^273^ 206^ 98^ 452 245^																																	
12.30 - 1.00 A 6.0 19 524 1779 511 115^ 541 276 335 155^ 146^176^ 737 206^ 438 370 344 262^ 180^ 82^ 321 177^																																	
1.00 - 1.30 A 6.2 19 542 1476 497 153^ 515 185^ 291 181^ 192^205^ 719 267 416 328 253^261 98^ 49^ 144^ 81^																																	
1.30 - 2.00 A 6.9 21 603 1406 466 129^ 487 135^ 256 196^ 211^198^ 721 230^ 410 347 301 263 76^ 38^ 122^ 67^																																	
2.00 - 2.30 A 6.4 19 559 1301 402 161^ 428 73^ 188^178^ 200^217^ 718 234^ 432 381 333 232^ 71^ 25^ 84^ 44^																																	
2.30 - 3.00 A 7.3 21 638 1307 389 148^ 414 72^ 183^187^ 193^196^ 753 219^ 462 414 380 235 62^ 20^ 78^ 43^																																	
3.00 - 3.30 A 8.0 23 699 1322 412 141^ 430 68^ 199^203 215 201^ 787 239 492 439 405 241 28^ 17^ 77^ 43^																																	
3.30 - 4.00 A 9.8 28 857 1370 464 176 482 63^ 204 226 251 228 778 215 451 408 407 278 42^ 17^ 68^ 38^																																	
4.00 - 4.30 A 11.9 33 1040 1392 488 223^ 503 55^ 190^264^ 280 239^ 787 241^ 448 385 406 258^ 43^ 17^ 59^ 32^																																	
CBS COLLEGE FOOTBALL GM 2 2 202 201 A 5.9 14 516 1289 503 184^ 556 78^ 203^217^ 215^323 649 137^ 302 304 337 289 37^ 17^ 47^ 36^																																	
1 SAT. 3.41P 197 CBS SE 97 97 B 5.9 14 516 1289 503 184 556 78 203 217 215 323 649 137 302 304 337 289 37 17 47 36																																	
2 SAT. 4.19P 161																																	
3.30 - 4.00 A 4.8 13 420 1448 484^129^ 555^ 38^ 267^267^ 267^288^ 631^165^ 342^289^ 347^234^ 61^ 17^ 201^ 39^																																	
4.00 - 4.30 A 5.8 16 507 1361 556 197^ 635 69^ 240^265^ 232^370 671 170^ 338 294 329 275^ 26^ 17^ 29^ 20^																																	
4.30 - 5.00 A 6.1 16 533 1248 491 168^ 541 39^ 178^204^ 199^337 644 122^ 270 294 339 302 39^ 17^ 24^ 24^																																	

5.00 - 5.30						A	6.2	15	542	1304	509	216^	555	83^	193^	210^	182^	326	658	130^	259^	280	341	326	39v	LT	52v	52v
5.30 - 6.00						A	5.6	13	489	1268	502	219^	536	118^	222^	234^	207^	277^	653	127^	283^	312	343	294	30v	LT	49v	49v
6.00 - 6.30						A	5.6	12	489	1352	494	177^	560	80^	182^	195^	217^	343	682	159^	363	348	350	278^	48v	LT	62v	62v
6.30 - 7.00						A	6.0	12	524	1202	501	182^	537	93^	202^	200^	227^	314	617	122^	312	321	330	270	30v	LT	18v	LT
7.00 - 7.30						A	3.9	8	341	1877	821	267^	958	123v	340^	291^	386^	618^	843	133v	456^	452^	404^	346^	LT	LT	76v	76
CBS COLLEGE FOOTBALL POST	1	132				A	3.7	7	323	1158	489^	239^	489^	102v	288^	313^	235^	176v	623^	202v	300^	291^	276^	257^	46v	LT	LT	LT
1 SAT. 6.51P 9 CBS SC		55				B	3.7	7	323	1158	489	239	489	102	288	313	235	176	623	202	300	291	276	257	46	LT	LT	LT
CBS NFL TODAY	8	206	202			A	6.8	20	594	1434	415	143^	453	170^	215^	182^	135^	221^	869	325	533	486	374	273	77^	38v	35v	27v
SUN. 12.30P 30 CBS SC		99	99			B	7.1	22	621	1499	452	196	508	174	283	246	207	196	833	325	517	495	375	238	88	29	70	49
CBS NFL FOOTBALL GAME 1	8	207	205			A	17.4	41	1521	1464	450	215	502	161	272	280	219	186	791	261	463	450	405	255	87^	27^	84^	46^
1 SUN. 1.00P 199 CBS SE		99	99			B	16.5	38	1442	1428	447	211	490	158	275	274	229	172	784	258	471	463	401	247	82	25	72	44
2 SUN. 1.00P 197																												
1.00 - 1.30						A	13.8	36	1206	1438	436	175	469	114^	220	247	224	203	818	266	498	467	440	239	77^	26v	74^	46^
1.30 - 2.00						A	16.6	40	1451	1478	460	193	482	136	241	275	222	189	820	264	489	473	439	250	64^	30^	112	50^
2.00 - 2.30						A	17.5	42	1530	1493	455	218	497	166	281	276	209	176	806	269	485	467	421	248	80^	29^	110	41^
2.30 - 3.00						A	17.3	40	1512	1529	487	241	544	193	309	298	225	194	771	255	448	431	392	257	97	34^	117	61^
3.00 - 3.30						A	17.9	41	1564	1417	417	206	502	169	286	287	224	175	757	241	432	419	390	260	95	26^	63^	45^
3.30 - 4.00						A	19.3	42	1687	1377	410	203	470	157	261	267	206	166	758	233	415	408	386	274	96	23^	53^	41^
4.00 - 4.30						A	15.5	33	1355	1525	450	265	511	204	305	294	194	171	845	317	498	494	381	273	115	37^	54^	39^
4.30 - 5.00						A	11.1	23	970	1535	431	276^	481	149^	261^	295	243^	166^	839	311	525	485	340	262^	146^	37v	69v	LT
CBS NFL FOOTBALL GAME 2	4	198				A	16.2	30	1416	1455	396	207	450	150^	229	235	218	162^	820	251	478	423	394	287	103^	25v	82^	33v
2 SUN. 4.36P 175 CBS SE		81				B	13.5	28	1180	1437	436	219	471	145	264	263	231	165	819	279	489	448	381	273	87	21	60	33
4.30 - 5.00						A	16.2	33	1416	1326	354	159^	384	91^	157^	203	222	159^	787	254	464	431	363	266	89^	LT	66^	LT
5.00 - 5.30						A	16.6	32	1451	1454	331	200	387	122^	178^	208	197	144^	887	330	551	434	388	276	89^	6v	91^	29v
5.30 - 6.00						A	15.9	31	1390	1501	367	228	427	136^	222	245	240	139^	891	285	545	457	438	286	93^	7v	90^	40v
6.00 - 6.30						A	15.5	28	1355	1464	388	197^	448	183^	252	240	206	126^	836	238	486	461	427	284	128^	24v	52v	23v
CONT'D																												







PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
																WOMEN		MEN					TEENS (12-17)		CHILDREN (2-11)												
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. WK 1 WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11											
WEEKEND DAYTIME CONT'D																																					
KAPALUA GOLF(S)														173	A	3.0	8	262	1115	336	42v	336	42v	42v	LT	19v	294	581	110v	236v	150v	188v	321	38v	LT	160v	146v
1 SAT. 3.30P 120 NBC SE														89																							
3.30 - 4.00														A	2.6	7	227	1110	335	31v	335	LT	LT	LT	49v	318	599	123v	317	194v	233v	282v	22v	LT	154v	154v	
4.00 - 4.30														A	2.7	7	236	1123	339	64v	339	47v	47v	LT	LT	292v	419	118v	118v	LT	26v	301v	51v	LT	314	242v	
4.30 - 5.00														A	3.1	8	271	1137	351	63v	351	52v	52v	LT	LT	299	598	111v	263v	152v	178v	335	51v	LT	137v	137v	
5.00 - 5.30														A	3.5	8	306	1108	330	LT	330	46v	46v	LT	32v	284	674	95v	248	232v	284	347	26v	LT	78v	78v	
KIDD VIDEO														8 138 133	A	3.1	10	271	1867	398	74v	450	246	287	121v	99v	163	235	220	220	88v	LT	LT	163	137	1019	716
SAT. 12.30P 30 NBC CA														76 76	B	2.9	9	253	1572	373	150	405	190	313	177	170	92	240	152	182	134	76	58	220	147	707	429
KISSYFUR														8 202 202	A	3.9	24	341	1674	247	LT	308	223	258	124	85v	50v	209	129	164	67v	35v	45v	143	91v	1014	763
SAT. 8.00A 30 NBC CA														99 99	B	3.2	21	280	1654	250	59	292	171	220	129	107	57	200	122	150	103	64	38	177	53	985	686
LAZER TAG ACADEMY														8 165 159	A	4.8	15	420	1905	471	126	528	322	398	272	86v	130	314	295	295	152	LT	19v	191	88	872	481
SAT. 12.00N 30 NBC CA														88 87	B	4.3	14	376	1627	372	151	397	236	314	236	114	75	265	166	213	148	85	52	225	93	740	429
LITTLES														7 141 138	A	3.2	10	280	1721	321	89v	399	275	339	179	78v	60v	155	29v	118v	126v	126v	LT	168	114v	999	483
SAT. 12.30P 30 ABC CA														73 71	B	3.1	10	271	1737	362	127	455	285	311	243	115	104	323	99	230	214	183	74	207	129	752	453
MEET THE PRESS														7 137 144	A	2.6	8	227	1291	577	101v	634	57v	97v	247	309	387	520	LT	142v	243	336	277	26v	LT	111v	76v
SUN. 12.00N 30 NBC CC														86 85	B	2.5	8	219	1347	556	157	608	138	206	247	234	330	611	178	321	303	266	254	48	LT	80	49
MUPPET BABIES														8 204 203	A	5.0	21	437	2110	359	244	409	179	283	222	141	126	236	65v	173	131	127	63v	189	102	1276	780
SAT. 9.00A 60 CBS CA														97 97	B	4.4	18	385	1931	307	171	396	190	288	218	148	96	195	90	152	131	87	39	188	56	1152	689
9.00 - 9.30														A	4.6	21	402	2035	376	239	415	189	279	224	128	136	212	47v	144	114	122	68v	194	131	1214	763	

9.30 - 10.00								A	5.4	21	472	2150	337	246	391	167	277	215	149	114	254	82	194	142	123	60	181	76	1324	795
NFL '86-NBC								A	5.1	15	446	1617	518	155	534	147	198	220	233	299	810	446	592	411	267	173	112	18	161	161
SUN.	12.30P	30	NBC	SC	98	97		B	4.8	15	420	1645	498	178	558	220	309	274	208	222	870	387	630	543	378	202	107	17	110	78
NFL FOOTBALL	GAME 1-NBC							A	12.0	28	1049	1583	503	238	561	186	281	283	259	233	801	298	498	464	370	259	115	19	106	50
1 SUN.	1.00P	195	NBC	SE	81	99		B	11.1	27	970	1411	439	174	482	139	247	242	239	197	765	272	459	454	366	249	97	22	67	43
2 SUN.	1.00P	205																												
1.00 - 1.30								A	9.3	24	813	1651	537	205	574	150	254	281	284	272	861	334	591	527	391	246	103	24	113	70
1.30 - 2.00								A	11.6	28	1014	1634	552	271	598	203	304	307	282	248	840	321	556	492	382	258	103	20	93	37
2.00 - 2.30								A	12.0	29	1049	1559	519	254	574	214	299	298	258	228	795	304	498	455	357	262	106	27	84	32
2.30 - 3.00								A	12.1	28	1058	1525	486	237	554	215	290	264	241	220	793	302	470	427	353	277	79	8	99	54
3.00 - 3.30								A	13.0	29	1136	1607	507	279	595	211	309	288	262	236	784	289	456	449	358	273	121	5	107	46
3.30 - 4.00								A	13.0	28	1136	1660	485	213	553	165	268	290	264	224	816	297	488	492	398	260	165	25	126	63
4.00 - 4.30								A	13.0	27	1136	1468	452	212	498	141	247	266	241	210	728	236	439	410	369	233	116	21	126	63
NFL FOOTBALL	GAME 2-NBC							A	15.6	30	1363	1660	487	253	502	125	248	239	235	201	856	282	478	473	400	310	128	55	174	92
1 SUN.	4.26P	193	NBC	SE	99			B	13.2	26	1154	1633	499	225	523	154	283	272	256	195	874	283	510	513	444	283	111	46	125	65
4.30 - 5.00								A	14.1	31	1232	1752	457	224	461	117	214	225	209	196	869	291	506	478	399	317	200	46	222	122
5.00 - 5.30								A	15.4	34	1346	1666	442	221	480	134	209	190	180	226	946	319	536	537	449	323	119	55	121	68
5.30 - 6.00								A	15.9	34	1390	1749	469	256	491	115	232	219	210	218	966	304	520	549	467	336	125	76	167	75
6.00 - 6.30								A	16.1	31	1407	1638	470	275	480	116	246	244	241	178	824	300	483	458	367	282	102	38	232	114
6.30 - 7.00								A	16.6	29	1451	1530	484	285	491	112	268	272	263	173	794	280	438	440	357	289	89	34	156	56
7.00 - 7.30								A	15.9	26	1390	1652	539	245	547	134	283	267	289	187	816	229	428	420	397	337	141	73	148	120
7.30 - 8.00								A	15.6	25	1363	1511	668	268	675	242	393	326	264	237	568	167	300	307	280	228	101	67	167	148
NFL FOOTBALL	POST-NBC							A	7.3	15	638	1350	437	226	443	137	239	292	189	151	725	211	416	448	408	217	116	11	66	35
2 SUN.	4.26P	20	NBC	SC	87			B	6.8	15	594	1332	413	181	434	117	267	281	243	129	740	273	486	447	363	215	103	35	55	38
ONE TO GROW	ON-8:28AM							A	4.7	27	411	1555	166	LT	224	198	224	89	26	LT	201	168	201	67	33	LT	128	72	1002	716
SAT.	8.28A	2	NBC	CN	98	98		B	3.7	22	323	1571	223	54	259	154	200	123	93	37	198	141	163	100	57	24	164	49	950	664

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1986 REPORT

PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)			
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11	
WEEKEND DAYTIME CONT'D																											
ONE	TO GROW	ON-8:58AM				8	201	201	A	5.0	23	437	1501	245^ 41v	263^224^	263^128^	39v	LT			192^156^	192^ 84^	36v	LT	176^119^	870	568
	SAT.	8.58A	2	NBC	CN	98	98	B	4.6	22	402	1424	253 124	280 148	215 175	125	31			150 94	129 84	56 17		143 52	851	561	
ONE	TO GROW	ON-10:28AM				8	205	204	A	6.7	23	586	1739	343 61v	367 241	292 138^	51v	75^			336 188^	245 174^	122^ 82^		155^ 53v	881	483
	SAT.	10.28A	2	NBC	CN	99	99	B	6.3	23	551	1642	349 177	383 228	292 207	123	63			210 115	151 97	89 52		202 104	847	463	
ONE	TO GROW	ON-11:28AM				8	198	196	A	5.8	20	507	1893	535 106^	572 430	475 246^	70v	97^			395 246^	310 163^	106^ 58v		150^ 57v	776	429
	SAT.	11.28A	2	NBC	CN	98	98	B	6.0	21	524	1703	371 164	410 267	328 231	114	63			199 123	148 70	66 44		224 137	870	487	
ONE	TO GROW	ON-11:58AM				8	185	181	A	5.9	19	516	1901	427 115^	491 284	409 293	165^ 82^			397 236^	325 150^	104^ 72^		188^ 80^	825	420	
	SAT.	11.58A	2	NBC	CN	96	95	B	5.4	19	472	1680	387 181	425 241	320 241	159	79			210 96	147 73	91 63		190 111	855	524	
PEE WEE'S	PLAYHOUSE					4	203	201	A	5.7	21	498	1944	411 132^	484 254^	354 202^	168^127^			132^ 41v	95^101^	60v	31v	158^ 96^	1170	695	
	SAT.	10.00A	30	CBS	CL	98	98	B	5.2	19	454	1774	360 128	426 218	303 188	154	109			185 92	149 144	69 32		167 52	996	629	
POUND PUPPIES						7	201	202	A	4.2	14	367	1831	170^ 99v	216^ 82v	139^115^	121^ 57v			179^106^	132^148^	64v	31v	237^138^	1199	736	
	SAT.	10.30A	30	ABC	CA	96	96	B	4.7	17	411	1819	301 164	337 204	270 238	113	55			203 92	149 124	102 47		126 71	1153	751	
PBA FALL TOUR						2	142	137	A	3.2	9	280	1361	522 143^	600 110v	232^207^	233^340^			495^156^	235^132^	150^260^		76v 18v	190^ 157^		
	SAT.	2.00P	90	NBC	SE	87	86	B	3.2	9	280	1361	522 143	600 110	232 207	233 340			495 156	235 132	150 260		76 18	190 157			
	2.00 -	2.30						A	3.0	9	262	1580	542 206^	622 169^	260^224^	213^321^			577 240^	310^162^	126v267^		107v 53v	274^ 183^			
	2.30 -	3.00						A	3.1	9	271	1446	587 188^	664 115v	287^236^	279^347^			506^147^	254^140^	162^252^		70v LT	206^ 192^			
	3.00 -	3.30						A	3.5	10	306	1118	455^ 53v	533 62v	170^177^	206^347^			428^102v	160^101v	159^268^		49v LT	108v 108v			
REAL GHOSTBUSTERS						8	202	203	A	4.8	17	420	1698	265^179^	303^124^	208^163^	163^ 68v			190^ 95^	134^122^	87v 29v		280^107^	925	529	
	SAT.	10.00A	30	ABC	CA	99	99	B	5.4	20	472	1766	295 151	349 182	249 198	144 67			182 92	135 122	74 37		218 98	1017	639		
RICHIE RICH(B)						148		A	2.3	8	201	1866	230v 40v	384^ 41v	41v LT	60v343v			630^194v	406^328v	212v224v		199v 64v	653^ 537^			
1 SAT.	11.30A	30	CBS	CA		73																					
RICHIE RICH-(B)						144		A	3.5	12	306	1928	252^137v	330^ 79v	137v137v	120v193v			285^216v	216v 95v	LT 69v		303^114v	1010	740^		
2 SAT.	11.30A	30	CBS	CA		71																					
SMURFS I						8	206	205	A	5.8	24	507	1834	445 108^	501 317	363 218^	94^138^			280 225^	273^207^	55v LT		171^ 85^	882	497	
	SAT.	9.00A	30	NBC	CA	99	99	B	5.3	23	463	1752	368 130	420 249	298 242	143 87			217 145	196 159	72 16		180 69	935	569		
SMURFS II						8	206	205	A	6.5	24	568	1886	420 60v	473 317	347 185^	72^126^			298 228^	277 255	57v 13v		233^140^	882	479	
	SAT.	9.30A	30	NBC	CA	99	99	B	5.9	23	516	1694	347 112	402 248	282 236	127 81			235 146	195 164	86 37		222 100	835	486		
SMURFS III						8	206	205	A	7.5	26	656	1665	304 81^	338 218	261 141^	52v 77^			313 173^	238 187^	120^ 71^		165^ 54v	849	459	
	SAT.	10.00A	30	NBC	CA	99	99	B	6.7	25	586	1656	330 165	365 219	277 204	114 58			217 116	157 111	96 55		227 98	847	473		
SPORTSWORLD-SPCL EDITION(S)						168		A	3.0	8	262	1439	484^ 76v	530^225v	225v240v	148v213v			584^ 77v	401^436^	507^148v		19v LT	306^ 241v			
2 SAT.	3.30P	120	NBC	SA		90																					
	3.30 -	4.00						A	2.6	7	227	863^	71v LT	286v LT	LT LT	49v286v			379^ LT	132v291v	379^ 88v		LT LT	198v 39v			
	4.00 -	4.30						A	2.7	8	236	1394	495^ LT	495^225v	225v296v	135v199v			374^ 77v	225v225v	297v149v		LT LT	525^ 525^			
	4.30 -	5.00						A	2.9	8	253	1372	665^155v	665^356^	356^324^	213v187v			473^102v	288^288^	371^185v		LT LT	234v 234v			
	5.00 -	5.30						A	3.6	9	315	1984	641^127v	641^286^	286^310^	191v204v			998 111v	831^831^	887 167v		60v LT	285^ 182v			
SUNDAY MORNING						7	176	177	A	4.5	18	393	1427	603 287^	684 76v	246^284^	345^400			576 167^	328^302^	295^224^		29v 23v	138^ 71v		
	SUN.	9.00A	90	CBS	N	95	95	B	4.1	17	358	1346	596 236	708 96	240 280	309 413			529 147	291 295	260 196		23 18	86 45			
	9.00 -	9.30						A	3.9	18	341	1276	592 255^	656 LT	184^223^	349^433			538 86v	230^246^	316^276^		LT LT	82v 62v			
	9.30 -	10.00						A	4.7	18	411	1416	633 350	737 93^	272^302^	356 435			576 173^	352 328^	298^204^		LT LT	103^ 100^			
	10.00 -	10.30						A	4.8	17	420	1593	593 258^	684 129^	285^336^	348 348			615 231^	385 323^	272^206^		75v 64v	219^ 47v			
TEEN WOLF						8	201	199	A	5.8	20	507	1903	378 217^	471 205^	361 257^	219^110^			271^120^	202^135^	90^ 61v		178^ 79^	983	586	
	SAT.	10.30A	30	CBS	CA	98	98	B	5.4	19	472	1896	354 196	480 237	317 218	169 118			188 104	155 108	67 31		315 131	913	527		



TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,530 21.2				30,590 35.0							
	ABC TV					MACGYVER (SD)				NFL MONDAY NIGHT FOOTBALL MIAMI VS CLEVELAND (9:00-12:09AM) (-OP)							
	AVERAGE AUDIENCE (Households (000) & %)					13,370 15.3	13.9*		16.7*	15,820 18.1	18.4*		20.1*		20.2*		18.2*
	SHARE OF AUDIENCE %					24 13.5	21 *		26 *	31 17.5	28 *		30 *		31 *		30 *
	AVG. AUD. BY ¼ HR. %					13.5	14.4	16.5	16.9	17.5	19.3	19.8	20.4	20.6	19.9	18.9	17.4
E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,050 21.8		17,650 20.2		17,830 20.4							
	CBS TV					KATE & ALLIE		MY SISTER SAM (SUS-SD)		SPECIAL MOVIE PRSNT-MON MONTE CARLO PART 2 (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					17,040 19.5		15,910 18.2		10,660 12.2	12.6*		11.9*		11.8*		12.4*
	SHARE OF AUDIENCE %					29 18.7		27 20.3		19 12.8	19 *		18 *		19 *		22 *
	AVG. AUD. BY ¼ HR. %					18.7	20.3	18.6	17.8	12.8	12.4	12.1	11.7	11.7	11.9	12.5	12.2
1	TOTAL AUDIENCE (Households (000) & %)					16,260 18.6		14,160 16.2		25,610 29.3							
	NBC TV					ALF		AMAZING STORIES (SD)		NBC MONDAY NIGHT MOVIES UNNATURAL CAUSES (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					13,720 15.7		12,500 14.3		16,870 19.3	19.9*		19.8*		19.1*		18.5*
	SHARE OF AUDIENCE %					23 15.7		21 15.7		31 19.7	30 *		31 *		31 *		32 *
	AVG. AUD. BY ¼ HR. %					15.7	15.7	13.8	14.9	19.7	20.1	19.8	19.8	19.6	18.6	18.8	18.1

W  E  E  K  2	TOTAL AUDIENCE (Households (000) & %)					17,650 20.2							33,470 38.3						
	ABC TV							MACGYVER (SD)						NFL MONDAY NIGHT FOOTBALL SAN FRANCISCO VS WASHINGTON (9:00-12:49AM) (-OP)					
	AVERAGE AUDIENCE (Households (000) & %)					13,110 15.0	14.1*			16.0*	17.7	18.4*			20.6*	20.9*	19.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 14.0	21* 14.2			24* 15.8	31 16.1	27* 17.9			30* 20.2	31* 21.1	31* 20.8	31* 20.6	
E  E  K  2	TOTAL AUDIENCE (Households (000) & %)					18,350 21.0					17,130 19.6			15,030 17.2			15,730 18.0		
	CBS TV					FRESNO PART 2 (SD)				NEWHART		DESIGNING WOMEN (SD)				CAGNEY & LACEY			
	AVERAGE AUDIENCE (Households (000) & %)					13,280 15.2	14.7*			15.7*	14,860 17.0			13,110 15.0			12,410 14.2	14.1*	14.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 14.7	21* 14.6			22* 15.7	24 16.8	27* 17.2			22 14.6	22* 15.4	23 13.8	22* 14.4	24* 14.5
E  E  K  2	TOTAL AUDIENCE (Households (000) & %)					24,560 28.1			20,280 23.2					29,980 34.3					
	NBC TV					FAMILY TIES SPECIAL (SD)				ALF				NBC MONDAY NIGHT MOVIES KATE'S SECRET					
	AVERAGE AUDIENCE (Households (000) & %)					21,410 24.5			18,790 21.5			21,060 24.1	24.1*			24.5*	24.7*	23.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					35 23.3	31 25.6			31 21.5	36 21.6	34* 23.5	34* 24.7			35* 24.5	38* 24.6	38* 25.2	38* 24.3

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	63.2	64.2	65.5	66.2	67.1	67.8	67.6	67.3	66.2	66.4	65.0	64.0	62.5	61.2	59.0	56.2
	WK. 2	62.4	63.1	64.7	67.1	68.8	70.1	69.6	70.3	70.7	70.7	70.1	69.1	65.6	63.3	61.6	58.8

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. NOV.11, 1986

		Nielsen NATIONAL TV AUDIENCE ESTIMATES																		
		TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45																		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		24,820 28.4 WHO'S THE BOSS? 23,600 27.0 GROWING PAINS 27,180 31.1 MOONLIGHTING (SD) 17,130 19.6 JACK & MIKE																	
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)		22,020 25.2 38 23.9 26.5 24.9 24.8 22,550 25.8 38 25.9 26.0* 38* 26.2 26.0 25.7* 38* 25.3 11,800 13.5 23 16.2 14.9* 24* 13.6 12.4 12.1* 21* 11.7																	
	SHARE OF AUDIENCE %		23.9 26.5 24.9 24.8 25.9 26.2 26.0 25.3 16.2 13.6 12.4 11.7																	
AVG. AUD. BY 1/4 HR. %																				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		9,610 11.0 DOWNTOWN(B) (SD) 19,670 22.5 CBS TUESDAY MOVIE THE GEORGE MCKENNA STORY (SD)																	
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)		7,520 8.6 8.3* 8.9* 13,460 15.4 13.6* 14.9* 16.7* 16.6* 29* 16.6*																	
	SHARE OF AUDIENCE %		13 12* 13* 24 20* 22* 27* 27* 29*																	
AVG. AUD. BY 1/4 HR. %		8.6 8.0 9.2 13.2 13.9 14.6 15.1 16.6 16.7 16.8 16.3																		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		17,130 19.6 MATLOCK (SD) 10,750 12.3 CRIME STORY 13,460 15.4 1986																	
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)		14,510 16.6 16.4* 16.8* 8,300 9.5 9.6* 9.5* 10.9 10.9* 10.9* 10.9*																	
	SHARE OF AUDIENCE %		24 24* 24* 14 14* 14* 18 18* 18* 11.3 19*																	
AVG. AUD. BY 1/4 HR. %		16.3 16.4 17.0 16.6 9.8 9.4 9.5 9.5 10.9 10.9 11.3 10.5																		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		21,060 24.1 WHO'S THE BOSS? 21,150 24.2 GROWING PAINS 26,310 30.1 MOONLIGHTING (SD) 17,920 20.5 JACK & MIKE																	
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)		18,970 21.7 33 20.8 22.7 21.8 22.6 21,500 24.6 37 23.8 24.4* 37* 25.0 25.2 24.8* 38* 24.5 13,370 15.3 27 16.2 15.7* 27* 15.2 15.4 15.0* 28* 14.5																	
	SHARE OF AUDIENCE %		33 20.8 22.7 21.8 22.6 23.8 25.0 25.2 24.5 16.2 15.2 15.4 14.5																	
AVG. AUD. BY 1/4 HR. %																				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		14,950 17.1 FRESNO PART 3 (SD) 21,850 25.0 CBS TUESDAY MOVIE PENALTY PHASE (SD)																	
	CBS TV																			
	AVERAGE AUDIENCE (Households (000) & %)		11,190 12.8 12.7* 13.0* 13,810 15.8 14.5* 15.1* 16.7* 16.8* 31* 16.8*																	
	SHARE OF AUDIENCE %		19 19* 19* 26 22* 23* 28* 28* 31*																	
AVG. AUD. BY 1/4 HR. %		12.8 12.5 13.0 13.1 14.3 14.7 14.9 15.2 17.0 16.3 16.8 16.8																		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		18,530 21.2 MATLOCK (SD) 12,940 14.8 A TEAM SPECIAL (SD) 12,760 14.6 1986																	
	NBC TV																			
	AVERAGE AUDIENCE (Households (000) & %)		14,860 17.0 16.5* 17.6* 9,790 11.2 11.4* 11.0* 10.4* 8.9* 16* 8.8*																	
	SHARE OF AUDIENCE %		25 25* 26* 17 17* 17* 18* 18* 16*																	
AVG. AUD. BY 1/4 HR. %		16.3 16.8 17.7 17.4 11.6 11.2 11.1 10.8 10.9 9.8 9.0 8.8																		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	63.2	63.8	63.4	65.3	66.3	67.8	68.5	68.7	68.1	68.4	68.0	67.5	62.6	60.3	58.1	55.1		
		WK. 2	61.4	62.2	63.4	64.4	65.7	66.6	67.3	67.7	66.3	66.4	66.1	65.0	60.2	57.5	55.4	52.0		

For explanation of symbols, See page A

EVE.TUE. NOV.18, 1986

EVE.WED. NOV.12, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV  
(See Def. 1)

WK. 1	62.0	63.7	63.6	64.5	65.6	66.4	66.5	67.7	68.4	68.1	66.6	66.0	61.9	60.3	58.0	55.6
WK. 2	58.3	59.9	61.1	61.9	63.4	64.2	65.3	65.3	65.1	66.3	66.3	65.3	61.4	59.9	57.0	53.0

U.S. TV Households: 87,400,000  
(1) REAGAN NEWS ANALYSIS-NBC, NBC, (8:38-9:00PM)

For explanation of symbols, See page A

EVE.WED. NOV.19, 1986

17,570 20.1				16,960 19.4				17,570 20.1					16,260 18.6			
				PERFECT STRANGERS									DYNASTY (SD)			HOTEL
				15,030 17.2		15,120 17.3		14,160 16.2		15.4*		16.9*	13,370 15.3	15.8*	14.9*	
				26		26		24		23 *		25 *	26	26 *	26 *	
				16.5	17.9	16.9	17.8	15.0	15.8	16.9	16.9	15.9	15.6	15.1	14.7	
13,200 15.1								18,880 21.6					16,960 19.4			
				MIKE HAMMER (SUS-SD)				MAGNUM, P.I. (SD)					EQUALIZER			
				10,660 12.2	12.1*		12.3*	14,770 16.9	16.0*		17.9*	13,720 15.7	15.7*	15.7*	15.7*	
				18	18 *		18 *	25	23 *		27 *	27	26 *	26 *	28 *	
				12.0	12.2	12.3	12.4	15.4	16.6	18.1	17.7	15.8	15.5	16.2	15.1	
22,720 26.0												15,210 17.4				
				HIGHWAY TO HEAVEN (SD)							YOU AGAIN? (SD)		ST. ELSEWHERE			
				16,340 18.7	18.3*		19.0*		18.8*	14.1	12,320 12.3	12,150 13.9	14.1*		13.7*	
				28	28 *		28 *		28 *	21	21	24	23 *		24 *	
				18.0	18.6	18.8	19.3	19.7	17.8	13.8	14.4	14.2	13.9	13.8	13.6	

REAGAN NEWS CONF.-ABC  
(8:00-8:41PM)(SUS)(-OP)

HEAD OF THE CLASS  
(8:41-9:11PM)  
(OP)(SD)(-OP)

DYNASTY  
(9:11-10:11PM)  
(OP)(SD)(-OP)

HOTEL  
(10:11-11:11PM)  
(OP)(-OP)

REAGAN NEWS CONF.-CBS  
(8:00-8:36PM)(SUS)(-OP)  
(SUS-SD)

MAGNUM, P.I.  
(8:44-9:44PM)  
(OP)(-OP)(SD)

EQUALIZER  
(9:44-10:44PM)  
(OP)(-OP)

FRESNO PART 4  
(10:44-11:44PM)  
(OP)(-OP)

REAGAN NEWS CONF.-NBC  
(8:00-8:38PM)  
(SUS)(-OP)

(1)  
(SUS)  
(OP)

HIGHWAY TO HEAVEN  
(SD)

GIMME A BREAK

ST. ELSEWHERE  
(10:30-11:30PM)  
(-OP)

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. NOV.13, 1986

A-8

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY 1/4 HR. %

TV HOUSEHOLDS USING TV	WK. 1	60.3	61.9	63.5	65.5	67.8	69.2	70.1	71.1	70.6	69.8	68.7	68.4	66.1	62.9	57.4	53.2
(See Def. 1)	WK. 2	59.7	61.4	63.0	65.2	68.3	69.5	69.1	68.7	67.4	68.2	67.1	66.3	62.8	60.4	57.3	55.7

U.S. TV Households: 87,400,000

(1) PRES. REAGAN'S ADDRESS, ABC, (8:00-8:25PM)

(2) REAGAN ADDRESS-CBS., CBS, (8:00-8:18PM)

(3) PRESIDENTIAL ADDRESS, NBC, (8:00-8:12PM)

For explanation of symbols, See page A.

EVE.THU. NOV.20, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
					7,520 8.6				12,320 14.1				19,230 22.0			
					(1) (SUS) (-OP)				COLBYS (SD)						20/20	
					5,770 6.6				8,740 10.0	9.2*			13,110 15.0	15.2*		14.8*
					10				14	13*			25	24*		27*
					7.1	6.9	6.2		8.8	9.6	10.4	11.0	14.2	16.2	15.4	14.2
					17,040 19.5				16,780 19.2				13,810 15.8			
					(2) (SUS) (-OP)				SIMON & SIMON (8:18-9:18PM) (OP)(-OP)(SD)				KNOTS LANDING (9:18-10:18PM) (OP)(-OP)(SD)		KAY O'BRIEN (10:18-11:18PM) (OP)(-OP)	
					11,450 13.1				12,410 14.2				10,230 11.7			11.9*
					19				21				21			21*
					11.6	12.5	12.9		15.0	11.5	14.0	14.7	16.2	11.2	11.6	12.1
					34,090 39.0				33,820 38.7				24,470 28.0		18,700 21.4	
					(3) (SUS) (SUS-OP)				BILL COSBY SHOW	FAMILY TIES (SD)	CHEERS		NIGHT COURT		HILL STREET BLUES (10:30-11:30PM) (-OP)	
					31,110 35.6				30,240 34.6				21,940 25.1		13,720 15.7	16.2*
					50				49				38		30	29*
					34.1	37.1			34.1	35.1	29.8	29.8	25.9	24.3	16.6	15.8
					27,010 30.9											
					10,580 12.1	9.3*			12.3*				12.7*		14.2*	12.8*
					19	14*			18*				19*		22*	21*
					9.1	9.6	10.5	10.8	11.9	12.7	12.8	12.5	14.9	13.5	12.8	12.9
					14,600 16.7				18,700 21.4				21,240 24.3			
					11,270 12.9	12.4*			14,510 16.6	15.7*			17,480 20.0	20.0*		20.0*
					19	18*			25	23*			34	32*		35*
					12.3	12.5	13.6	13.3	15.1	16.4	17.2	17.7	19.5	20.5	20.3	19.6
					33,390 38.2		30,940 35.4		26,130 29.9		23,690 27.1		16,170 18.5			
					BILL COSBY SHOW		FAMILY TIES (SD)		CHEERS		NIGHT COURT (SD)				FAST COPY	
					30,330 34.7		27,970 32.0		23,510 26.9		21,240 24.3		10,580 12.1		13.0*	11.1*
					50		46		40		36		20		21*	20*
					33.5	35.9	32.3	31.8	27.1	26.8	24.8	23.8	14.3	11.8	11.2	11.1



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. NOV.14, 1986

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

15,380	14,510	10,400	9,180	11,450											
17.6	16.6	11.9	10.5	13.1											
WEBSTER	MR. BELVEDERE (SD)	SLEDGE HAMMER	SIDEKICKS (SD)	STARMAN											
13,550	13,200	8,830	8,570	9,000											
15.5	15.1	10.1	9.8	10.3											
26	24	16	15	18											
15.0	15.1	10.1	9.7	10.1											
16.0	15.1	10.1	9.9	10.3											
16.690		23,600		18,970											
19.1		27.0		21.7											
SCARECROW & MRS. KING (SUS-SD)	DALLAS (SD)	FALCON CREST													

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

13,110		20,710		16,430											
15.0		23.7		18.8											
24		37		33											
14.0		23.2		19.1											
14.5		24.3		18.9											
15.1		24.4		18.8											
16.2		23.2		18.2											
13,280		17,480		16,610											
15.2		20.0		19.0											
A TEAM (SD)	MIAMI VICE (SD)	L.A. LAW													

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

10,400		14,420		13,200											
11.9		16.5		15.1											
19		26		26											
10.8		15.7		15.2											
11.1*		16.6		15.1											
18*		16.8		15.1											
12.4		16.9		15.1											
12.8		16.8		15.1											
11.9		16.5		15.1											
11.1*		16.6		15.1											
18*		16.8		15.1											
12.4		16.9		15.1											
12.8		16.8		15.1											

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

14,330	12,500	15,120													
16.4	14.3	17.3													
WEBSTER	MR. BELVEDERE (SD)	LOVE BOAT SPECIAL (SD)													
12,410	11,450	8,570													
14.2	13.1	9.8													
23	21	16													
13.6	13.1	9.7													
14.7	13.1	9.3													
13.1	13.1	9.1													
17,740		21,330		18,440											
20.3		24.4		21.1											
SCARECROW & MRS. KING (SUS-SD)	DALLAS (SD)	FALCON CREST													

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

13,720		18,790		15,820											
15.7		21.5		18.1											
26		34		31											
14.8		20.2		18.7											
15.6		21.5		18.5											
16.0		22.2		17.8											
16.5		22.1		17.1											
15,120		19,320		17,040											
17.3		22.1		19.5											
AMAZING STORIES SPECIAL (SD)	MIAMI VICE	L.A. LAW													

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

10,930		16,340		13,900											
12.5		18.7		15.9											
20		29		27											
12.7		17.8		16.3											
12.2		18.6		15.7											
12.4		19.1		15.9											
12.9		19.2		15.8											
12.6*		18.2*		16.0*											
20*		28*		27*											
12.9		19.1		15.7											
12.6*		18.2*		16.0*											
20*		19.1		15.9											
12.9		19.2		15.8											

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

56.1	57.8	58.5	59.9	59.9	60.9	62.0	63.1	64.3	64.6	64.0	63.2	58.8	57.7	57.4	56.5
54.8	55.9	57.4	59.0	60.2	61.3	61.7	62.3	63.5	64.2	64.0	63.7	60.7	59.5	58.6	56.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.FRI. NOV.21, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. NOV. 15, 1986

		Nielsen NATIONAL TV AUDIENCE ESTIMATES																
		TIME																
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					6,900 7.9		6,290 7.2		15,820 18.1								
	ABC TV					LIFE WITH LUCY		ELLEN BURSTYN SHOW (SD)						LIFE: 50 YEARS (SD)				
	AVERAGE AUDIENCE (Households (000) & %)					5,770 6.6		5,420 6.2		8,910 10.2	8.2*		10.4*		10.9*		11.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					12 6.3	6.9	11 6.2	6.2	18 7.9	14 *	10.5	18 *	10.3	19 *	11.1	20 *	11.0
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					12,590 14.4				16,340 18.7								
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					9,090 10.4	9.9*		10.8*	9,880 11.3	10.4*		11.7*		11.7*		11.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 9.9	18 *	10.7	19 *	20 10.4	17 *	11.8	20 *	11.5	21 *	11.5	21 *	11.7
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					17,570 20.1		18,180 20.8		24,040 27.5		19,670 22.5		18,790 21.5				
	NBC TV					FACTS OF LIFE			227 (SD)	GOLDEN GIRLS		AMEN		HUNTER				
	AVERAGE AUDIENCE (Households (000) & %)					15,730 18.0		16,870 19.3		22,110 25.3		17,830 20.4		15,990 18.3		18.2*	18.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 17.4	18.6	33 18.5	20.2	42 24.8	25.8	34 20.6	20.2	33 18.2	32 *	18.5	33 *	18.5
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					9,700 11.1		10,140 11.6		8,390 9.6				8,570 9.8				
	ABC TV					SIDEKICKS		SLEDGE HAMMER (SD)				HEART OF THE CITY (SD)				SPENSER: FOR HIRE		
	AVERAGE AUDIENCE (Households (000) & %)					8,130 9.3		8,130 9.3		5,590 6.4	6.0*		6.8*	6,820 7.8	7.6*		8.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 9.0	9.6	15 9.3	9.3	10 6.1	10 *	6.8	11 *	14 7.1	13 *	8.0	8.1	8.0
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					19,840 22.7												
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					9,440 10.8	10.7*		10.8*		10.4*		10.5*		11.2*		11.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 10.9	18 *	10.9	18 *	10.6	17 *	10.6	18 *	11.0	20 *	11.3	11.4	20 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					18,000 20.6		19,490 22.3		25,430 29.1		18,970 21.7		18,270 20.9				
	NBC TV					FACTS OF LIFE			227 (SD)	GOLDEN GIRLS		AMEN (SD)		HUNTER				
	AVERAGE AUDIENCE (Households (000) & %)					15,640 17.9		17,740 20.3		23,420 26.8		17,040 19.5		14,770 16.9		16.7*	17.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 17.1	18.6	33 19.4	21.1	43 26.3	27.4	33 19.9	19.2	30 16.9	29 *	16.5	17.2	31 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	55.4	55.5	54.5	55.1	55.8	56.5	57.3	58.5	59.7	60.8	59.9	58.7	56.6	56.5	56.1	
		WK. 2	55.9	56.8	57.3	57.5	58.7	59.7	60.5	61.3	62.4	62.6	60.4	59.1	57.2	56.8	55.8	

U.S. TV Households: 87,400,000

(1) CBS COLLEGE FOOTBALL GM 2, UCLA VS U OF WASH &amp; CLEMSON VS MARYLAND, CBS, (MULTI-SEGMENT TELECAST)

For explanation of symbols, See page A.

EVE. SAT. NOV. 22, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. NOV. 15, 1986

A-14

Nielsen

WEEKEND TV AUDIENCE ESTIMATES

LEVEL: SAT. NOV. 10, 1967

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

WEEK 1

ABC TV

TOTAL AUDIENCE  
(Households (000) & %)

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,190  
2.5

ABC WEEKEND  
REPORT-SAT.

2,190  
2.5  
10  
2.5

WEEK 2

CBS TV

TOTAL AUDIENCE  
(Households (000) & %)

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

10,750  
12.3

SATURDAY NIGHT  
(11:30-12:49AM)  
(SUSTAINING 12:49-1:00AM)

5,860  
6.7  
21  
9.2

8.6\*  
24 \*  
8.1

5.7\*  
19 \*  
5.3

5.1

5.0\*  
19 \*  
4.5

WEEK 1

ABC TV

TOTAL AUDIENCE  
(Households (000) & %)

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,620  
3.0

ABC WEEKEND  
REPORT-SAT.

2,620  
3.0  
12  
3.0

WEEK 2

CBS TV

TOTAL AUDIENCE  
(Households (000) & %)

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

13,370  
15.3

SATURDAY NIGHT  
(11:30-12:50AM)  
(SUSTAINING 12:50-1:00AM)

7,340  
8.4  
26  
10.2

9.7\*  
26 \*  
9.3

8.3\*  
26 \*  
7.8

6.9

6.7\*  
25 \*  
6.1

TV HOUSEHOLDS USING TV	WK. 1	48.1	43.7	37.4	34.7	31.9	29.5	26.5	24.6	21.6	19.9	17.8	15.9	13.9	12.6	11.4	10.3
(See Def. 1)	WK. 2	49.9	44.9	38.5	35.2	32.8	30.2	27.7	25.5	22.7	20.4	17.5	15.8	13.6	12.1	10.6	9.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. SAT. NOV. 22, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.16, 1986

W

E

E

K

1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)		19,930 22.8								25,080 28.7							
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		12,590 14.4	12.0*		14.2*		15.4*		16.0*	17,130 19.6	17.1*		19.8*		20.7*	20.4*	
SHARE OF AUDIENCE %		21	19 *		21 *		23 *		23 *	30	25 *		29 *		32 *	33 *	
AVG. AUD. BY ¼ HR.		11.4	12.6	13.9	14.6	15.5	15.2	16.0	16.0	16.6	17.7	19.5	20.2	20.5	20.9	20.6	20.2
TOTAL AUDIENCE (Households (000) & %)		28,060 32.1				27,090 31.0				28,930 33.1							
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		20,360 23.3	21.9*		24.8*	22,460 25.7	24.4*		26.9*	17,220 19.7	22.7*		20.1*		18.4*	17.5*	
SHARE OF AUDIENCE %		36	34 *		37 *	37	36 *		38 *	30	33 *		30 *		28 *	28 *	
AVG. AUD. BY ¼ HR.		21.3	22.5	24.4	25.2	24.0	24.7	27.1	26.8	23.2	22.2	20.7	19.5	18.9	17.9	18.0	17.1
TOTAL AUDIENCE (Households (000) & %)				16,080 18.4				15,120 17.3		15,030 17.2		24,820 28.4					
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)			15.9*	11,450 13.1	12.2*		14.0*	12,500 14.3		13,200 15.1		13,900 15.9	14.9*		15.8*	15.9*	
SHARE OF AUDIENCE %			26 *	19	19 *		20 *	21		22		28	22 *		24 *	25 *	
AVG. AUD. BY ¼ HR.		15.9	15.9	11.9	12.4	13.7	14.3	13.2	14.9	14.7	15.3	14.7	15.1	15.9	15.7	15.8	16.0

W

E

E

K

2

TOTAL AUDIENCE (Households (000) & %)		22,550 25.8								20,360 23.3							
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		13,810 15.8	13.6*		15.1*		16.9*		17.5*	11,970 13.7	13.3*		13.7*		13.4*	14.5*	
SHARE OF AUDIENCE %		23	21 *		22 *		24 *		24 *	21	19 *		20 *		21 *	24 *	
AVG. AUD. BY ¼ HR.		13.1	14.1	14.8	15.4	16.5	17.3	17.9	17.0	13.7	12.8	13.9	13.5	13.4	13.5	14.4	14.6
TOTAL AUDIENCE (Households (000) & %)				31,900 36.5				32,080 36.7				27,710 31.7					
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)			17.7*	23,860 27.3	25.7*		28.8*	24,730 28.3	26.6*		30.1*	17,130 19.6	19.7*		18.8*	18.8*	
SHARE OF AUDIENCE %			29 *	39	38 *		41 *	39	37 *		42 *	32	29 *		30 *	31 *	
AVG. AUD. BY ¼ HR.		17.6	18.0	25.1	26.2	29.2	28.4	25.8	27.2	29.7	30.5	20.5	19.0	19.2	18.3	18.5	19.0
TOTAL AUDIENCE (Households (000) & %)		16,340 18.7				14,070 16.1		15,120 17.3		24,910 28.5							
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)		12,060 13.8	13.2*		14.4*	11,890 13.6		13,200 15.1		16,520 18.9	18.1*		20.1*		19.3*	18.0*	
SHARE OF AUDIENCE %		21	20 *		21 *	19		21		29	26 *		30 *		30 *	30 *	
AVG. AUD. BY ¼ HR.		12.7	13.8	14.4	14.4	13.2	14.1	14.6	15.6	17.6	18.6	20.0	20.2	19.6	19.1	18.7	17.3
TV HOUSEHOLDS USING TV		WK. 1	63.9	65.4	66.1	67.0	67.7	69.0	69.8	70.0	69.1	68.7	68.2	66.6	65.6	64.5	63.0
(See Def. 1)		WK. 2	63.5	65.4	66.6	68.2	70.0	72.0	72.5	72.8	71.3	70.1	68.4	66.4	64.2	62.6	60.6

U.S. TV Households: 87,400,000

(1) NFL FOOTBALL GAME 2-NBC, VARIOUS TEAMS AND TIMES, NBC, (MULTI-SEGMENT TELECAST)

A-17 (2) CBS NFL FOOTBALL GAME 2, VARIOUS TEAMS AND TIMES, CBS, (MULTI-SEGMENT TELECAST)

For explanation of symbols, See page A.

EVE.SUN. NOV.23, 1986



**U.S. TV Households: 87,400,000**

(1)ABC SUNDAY NIGHT MOVIE,SUDDEN IMPACT,ABC,(9:00-11:03PM)

For explanation of symbols, See page A

EVE.SUN. NOV.23, 1986



		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				5,240 6.0				4,980 5.7									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)				GOOD MORNING, AMERICA-830 (CO-OP)									
	AVERAGE AUDIENCE (Households (000) & %)				4,110 4.7				4,110 4.7									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				21 4.7		4.7		20 4.6		4.8							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				3,060 3.5				3,320 3.8						4,280 4.9		4,280 4.9	
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		NEW CARD SHARKS	
	AVERAGE AUDIENCE (Households (000) & %)				2,450 2.8				2,800 3.2						3,670 4.2		3,760 4.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				15 2.8		2.9		14 3.1		3.2				16 4.0	4.4	17 4.2	4.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				5,940 6.8				5,860 6.7						4,200 4.8		4,280 4.9	
	NBC TV				TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (CO-OP)						FAMILY TIES M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)				4,890 5.6				4,810 5.5						3,410 3.9		3,580 4.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				26 5.6		5.7		23 5.5		5.5				15 3.9	3.9	16 4.2	4.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				5,330 6.1				4,810 5.5									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)				GOOD MORNING, AMERICA-830 (CO-OP)									
	AVERAGE AUDIENCE (Households (000) & %)				4,200 4.8				3,930 4.5									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				23 4.9		4.8		21 4.5		4.5							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				3,230 3.7				3,150 3.6						4,200 4.8		4,370 5.0	
	CBS TV				CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		NEW CARD SHARKS	
	AVERAGE AUDIENCE (Households (000) & %)				2,530 2.9				2,450 2.8						3,500 4.0		3,760 4.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				16 2.8		3.0		13 2.8		2.8				17 3.8	4.2	19 4.2	4.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)				5,770 6.6				5,420 6.2						3,580 4.1		3,850 4.4	
	NBC TV				TODAY SHOW-7.30AM (CO-OP)				TODAY SHOW-8.30AM (CO-OP)						FAMILY TIES M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)				4,630 5.3				4,460 5.1						2,880 3.3		3,230 3.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				25 5.3		5.3		23 5.2		4.9				14 3.2	3.4	16 3.7	3.7
TV HOUSEHOLDS USING TV WK. 1		14.3	16.4	18.0	20.1	21.7	23.0	23.1	23.6	24.3	25.1	25.5	25.5	25.5	25.5	25.7	24.9	24.7
(See Def. 1) WK. 2		14.0	15.9	17.1	19.1	20.5	21.5	21.3	21.3	22.1	23.1	23.5	23.8	23.8	23.6	23.5	23.0	22.9
U.S. TV Households: 87,400,000																		

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,620 3.0		1,750 2.0		2,710 3.1		3,760 4.3		7,870 9.0				8,570 9.8				
	ABC TV	FAME, FORTUNE AND ROMANCE		DOUBLE TALK		RYAN'S HOPE		LOVING		ALL MY CHILDREN			ONE LIFE TO LIVE (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,100 2.4		1,310 1.5		2,360 2.7		3,150 3.6		6,120 7.0	6.6*		7.5*	6,560 7.5	7.3*		7.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 10 2.5	2.3	6 1.5	1.5	10 2.6	2.7	13 3.5	3.8	23 6.3	22* 7.0		24* 7.4	25 7.5	24* 7.2		26* 7.5	26* 7.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,080 8.1		8,910 10.2				9,610 11.0				7,950 9.1					5,330 6.1	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL				
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,120 7.0		7,870 9.0				7,600 8.7	8.7*		8.7*	6,380 7.3	7.4*			7.3*	4,810 5.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 28 6.7	7.3	35 8.7	9.2			31 8.6	31* 8.7		31* 8.7	24 7.5	24* 7.3			24* 7.2	19 5.5	5.4
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 6,560 7.5		4,890 5.6		3,580 4.1		2,530 2.9		7,780 8.9				5,590 6.4				
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,590 6.4		4,200 4.8		3,060 3.5		2,190 2.5		6,290 7.2	6.9*		7.4*	4,460 5.1	5.2*		5.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 26 6.3	6.5	19 4.8	4.9	13 3.5	3.6	9 2.5	2.5	24 6.8	23* 7.1		24* 7.4	17 5.1	17* 5.2		17* 5.2	17* 5.1

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 2,880 3.3		{ 1,920 2.2		{ 3,060 3.5		{ 4,110 4.7		{ 7,780 8.9		{ 8,390 9.6				
	ABC TV		FAME, FORTUNE AND ROMANCE		DOUBLE TALK		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)				
	AVERAGE AUDIENCE (Households (000) & %)		{ 2,360 2.7		{ 1,570 1.8		{ 2,620 3.0		{ 3,670 4.2		{ 6,030 6.9		{ 6,290 7.2		{ 7.0* 7.4*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 12 2.8		{ 8 2.6		{ 12 2.9		{ 16 4.0		{ 23 6.2		{ 25 7.0		{ 24* 7.1		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 6,210 7.1		{ 7,950 9.1				{ 9,260 10.6		{ 7,870 9.0		{ 4,720 5.4				
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL				
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,330 6.1		{ 6,820 7.8				{ 7,080 8.1		{ 8.1* 8.2*		{ 6,120 7.0		{ 7.1* 6.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 26 5.8		{ 33 7.6		{ 31 7.8		{ 32* 8.2		{ 30* 8.2		{ 24 7.3		{ 24* 7.0		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 6,290 7.2		{ 4,630 5.3		{ 3,230 3.7		{ 2,360 2.7		{ 7,600 8.7		{ 5,590 6.4				
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)				
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,420 6.2		{ 4,020 4.6		{ 2,800 3.2		{ 2,100 2.4		{ 5,940 6.8		{ 4,280 4.9		{ 4.8* 4.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 27 6.0		{ 20 4.6		{ 12 3.1		{ 9 2.4		{ 23 6.3		{ 17 4.9		{ 17* 5.0		
TV HOUSEHOLDS USING TV (See Def. 1)																	
WK. 1		24.5	24.9	25.1	25.9	27.8	28.9	28.9	29.2	29.9	30.2	30.2	30.1	29.5	29.8	29.1	30.0
WK. 2		23.0	23.5	23.6	24.3	26.3	27.4	27.6	27.9	28.5	28.7	28.7	29.1	28.2	28.5	28.0	28.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 10-14, 1986

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,260 10.6															10,840 12.4
	ABC TV	GENERAL HOSPITAL															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,170 8.2	8.1*			8.3*											9,350 10.7
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	26 8.1	26* 8.2			26* 8.3											18 10.3 11.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,520 8.6															12,410 14.2
	CBS TV	GUIDING LIGHT (60)(SUS-60)															CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,940 6.8	6.6*			6.9*											10,840 12.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	22 6.5	22* 6.8			21* 6.9											21 12.4 12.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,160 5.9															12,760 14.6
	NBC TV	SANTA BARBARA															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,020 4.6	4.4*			4.9*											11,100 12.7
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	15 4.3	14* 4.5			15* 4.9											22 12.4 13.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,180 10.5															11,100 12.7
	ABC TV	GENERAL HOSPITAL (S)(OP)															ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,430 8.5	8.3*			8.6*											9,610 11.0
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	28 8.1	28* 8.5			28* 8.7											20 10.9 11.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,080 8.1															12,500 14.3
	CBS TV	GUIDING LIGHT (60)(SUS-60)															CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,680 6.5	6.3*			6.7*											10,840 12.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	21 6.2	21* 6.4			21* 6.6											21 12.3 12.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,980 5.7															11,890 13.6
	NBC TV	SANTA BARBARA															NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,760 4.3	4.1*			4.4*											10,400 11.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	14 4.2	14* 4.0			14* 4.6											21 11.7 12.3
TV HOUSEHOLDS USING TV WK. 1		30.6	31.9	32.8	34.2	34.5	36.4	37.9	40.2	42.4	45.4	47.7	50.4	53.3	56.3	58.2	59.0
(See Def. 1) WK. 2		29.8	30.9	31.9	32.8	33.3	35.6	37.2	39.6	42.1	44.9	47.2	50.0	53.2	55.9	57.2	58.5
U.S. TV Households: 87,400,000																	

For explanation of symbols, See page A.

DAY MON.-FRI. NOV. 17-21, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 15, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

W

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

K

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

1

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

W

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

K

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR.

2

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. NOV. 22, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 15, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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WEEK 1

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV  
(See Def. 1)

U.S. TV Households: 87,400,000

(1) CBS COLLEGE FOOTBALL PRE, CBS, (12:00-12:19PM)

(2) CBS COLLEGE FOOTBALL PRE, CBS, (12:00-12:17PM)

For explanation of symbols, See page A.

DAY SAT. NOV. 22, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 15, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,850 4.4 (1) (-OP)	19,670 22.5														6,560 7.5 (2) (OP)
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,880 3.3 9	8,220 9.4 22			7.4* 20 *		9.0* 24 *		9.6* 24 *		9.4* 22 *		11.0* 24 *		10.8* 22 *	6,900 7.9 15
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %		3.3	4.5	6.7	8.1	9.0	9.1	9.7	9.6	9.2	9.7	10.8	11.1	10.8	10.8	10.9	7.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			15,820 18.1													
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{			5,070 5.8 13													
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %		5.5	5.3	4.6	4.8	5.2	5.3	5.8	6.0	6.3	5.7	5.3	5.3	5.5	5.9	6.2	7.9
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{			6,470 7.4													15,300 17.5
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{			2,620 3.0 8													
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %		3.5	3.2	2.8	2.5	2.6	2.8	3.1	3.2	3.7	3.2						14.8
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	2,190 2.5 (3) (-OP)	19,140 21.9														
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	1,920 2.2 6	7,080 8.1 20														
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %		2.2	2.5	3.6	4.2	4.5	6.4	7.7	7.9	7.7	8.9	10.4	10.6	10.6	11.0	11.7	12.0
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{					15,730 18.0											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					5,240 6.0 14											
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %		10.5	10.7	10.5	11.4	12.4	7.3	6.1	6.2	6.8	6.1	5.5	6.3	5.7	5.3	5.3	5.7
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{			6,820 7.8													
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{			2,620 3.0 8													
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %		3.6	3.4	2.7	2.5	2.6	2.9	2.8	3.0	3.4	3.9	3.7	4.2				
TV HOUSEHOLDS USING TV			WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2
(See Def. 1)			36.2	36.5	36.3	36.9	37.2	38.1	39.7	41.5	43.0	45.0	47.5	50.4	53.2	55.2	56.6	55.7
U.S. TV Households: 87,400,000			34.7	35.7	36.2	36.8	36.9	36.3	37.5	39.3	41.6	44.0	47.5	47.3	49.4	51.8	53.5	55.0

U.S. TV Households: 87,400,000

(1) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:22PM)

A-31 (3) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:21PM)

(2) CFA COLLEGE FOOTBALL POST, ABC, (6:49-7:00PM)

For explanation of symbols, See page A

DAY SAT. NOV. 22, 1986

For explanation of symbols, See page A.



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 16, 1986

W  
E  
E  
K  
1TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %W  
E  
E  
K  
2TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. NOV. 23, 1986

TIME 11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45

6,380 7.3		2,360 2.7													
← THIS WEEK-DAVID BRINKLEY →		BUSINESS WORLD													
4,020 4.6		1,920 2.2													
14 3.9		6 2.3													
4.2* 13 *		5.0* 15 *													
4.5		5.1													
4.9		2.1													
8,040 9.2		31,110 35.6													
FOR OUR TIMES (SUS)		CBS NFL TODAY		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)											
6,120 7.0		15,910 18.2													
21 6.0		43 13.1													
7.9		13.9* 36 *													
17.5* 43 *		18.6* 45 *													
17.6* 42 *		17.4													
2,710 3.1		5,680 6.5													
MEET THE PRESS		NFL '86-NBC		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)											
2,100 2.4		4,200 4.8													
8 2.5		14 4.1													
2.4		5.4													
7.1* 19 *		8.8* 22 *													
7.9		9.1													
8.3		9.0													
9.1		9.1													
9.4		9.4													

5,940 6.8		2,010 2.3													
← THIS WEEK-DAVID BRINKLEY →		BUSINESS WORLD													
4,020 4.6		1,660 1.9													
14 4.3		6 1.9													
4.4* 14 *		4.8* 15 *													
4.5		5.0													
4.6		1.9													
4.6		1.9													
7,170 8.2		30,150 34.5													
FOR OUR TIMES (SUS)		CBS NFL TODAY		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)											
5,680 6.5		14,510 16.6													
20 5.8		38 12.8													
7.1		13.6* 36 *													
15.7* 38 *		16.3* 39 *													
17.0* 39 *		17.1													
3,060 3.5		6,290 7.2													
MEET THE PRESS		NFL '86-NBC		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)											
2,360 2.7		4,720 5.4													
9 2.6		16 4.9													
2.8		6.0													
11.4* 30 *		14.3* 34 *													
12.2		14.6													
14.1		14.3													
14.9* 34 *		14.9* 35 *													
15.5		15.5													

30.8	31.7	32.2	32.9	33.4	34.5	34.8	36.2	38.4	39.7	40.6	41.5	41.5	41.8	42.2	42.7
30.4	30.7	31.2	32.1	32.1	32.9	33.9	35.6	37.9	39.4	41.5	43.0	43.0	43.6	44.1	44.6



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 16, 1986

W  
E  
E  
K  
1TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)SHARE OF AUDIENCE  
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

U.S. TV Households: 87,400,000

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

7,250																
8.3																
ABC WRD NEWS																
TONIGHT-SUN																

6,380																
7.3																
13																
6.9																7.6

6,820																
7.8																
CBS EVENING NEWS-																
SUNDAY																

5,680																
6.5																
12																
6.1																6.9

29,370																
33.6																
NFL FOOTBALL GAME 2-NBC																
VARIOUS TEAMS AND TIMES																
(MULTI-SEGMENT TELECAST)																
(OP)																

13,630																
15.6																
30																
12.5																

14.1*																
31 *																
14.4																
15.4																

15.4*																
34 *																
15.5																
15.7																

15.9*																
34 *																
16.3																
16.1																

7,430																
8.5																
ABC WRD NEWS																
TONIGHT-SUN																

6,560																
7.5																
13																
7.3																7.8

28,840																
33.0																
CBS NFL FOOTBALL GAME 1																
VARIOUS TEAMS AND TIMES																
(MULTI-SEGMENT TELECAST)																
(OP)																

14,160																
16.2																
30																
16.7																

16.6*																
32 *																
16.3																
16.0																

15.9*																
31 *																
15.7																
16.2																

7,520																
8.6																
NFL FOOTBALL GAME 1-NBC																
VARIOUS TEAMS AND TIMES																
(MULTI-SEGMENT TELECAST)																
(OP)																

6,380																
7.3																
15																
8.8																

7.6																
1.2																
NFL FOOTBALL POST-NBC																
VARIOUS TEAMS AND TIMES																
(MULTI-SEGMENT TELECAST)																
(OP)																

9,000																
10.3																
NBC NIGHTLY NEWS-																
SUN																

7,600																
8.7																
15																
8.3																9.1

For explanation of symbols, See page A.

DAY SUN. NOV. 23, 1986

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

A-38

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY		8.58- 8.59PM	8.45	10,660	12.2	10,660	12.2	19	12.2								
ABC ABC NEWSBRIEF-MON	1	9.00-12.09AM	+GRID	30,590	35.0	15,820	18.1	31									
ABC NFL MONDAY NIGHT FOOTBALL	2	9.00-12.49AM	+GRID														
			11.00						17.2							15.8	
			11.15						16.5							15.6	
			11.30						16.4							17.3	
			11.45						15.1							16.0	
			12.00						14.3							14.9	
			12.15													13.8	
			12.30													13.4	
			12.45													12.4	
CBS WE THE PEOPLE SUS.(SUS)	1	8.58- 8.59PM	8.45														
EVENING TUESDAY		9.58- 9.59PM	9.45	15,640	17.9	15,640	17.9	27	17.9								
ABC ABC NEWSBRIEF-TUE																	
EVENING WEDNESDAY	2	8.41- 9.11PM	+GRID														
ABC HEAD OF THE CLASS			9.00													15.2	
ABC ABC BUSINESS BRIEF-WED	1	8.58- 8.59PM	8.45	11,890	13.6	11,890	13.6	20	13.6								
	2	9.09- 9.10PM	9.00														

ABC DYNASTY	2	9.11-10.11PM	-GRID							18,090	20.7	13,630	15.6	24	
			10.00										17.0*	27*	17.0
ABC ABC NEWSBRIEF-WED	1	9.58- 9.59PM	9.45	11,540	13.2	11,540	13.2	20	13.2						
	2	10.09-10.10PM	10.00							10,930	12.5	10,930	12.5	20	12.5
ABC HOTEL	2	10.11-11.11PM	-GRID							17,040	19.5	12,850	14.7	26	
			11.00										16.0*	31*	16.0
CBS MAGNUM, P.I.	2	8.44- 9.44PM	-GRID							22,550	25.8	15,640	17.9	27	
			9.30										19.7*	30*	19.7
CBS REAGAN ANALYSIS-CBS(SUS)	2	8.36- 8.44PM	8.30												
CBS WE THE PEOPLE-SUS(SUS)	2	8.43- 8.44PM	8.30												
	1	8.58- 8.59PM	8.45												
CBS EQUALIZER	2	9.44-10.44PM	-GRID							19,230	22.0	14,070	16.1	27	
			10.30										16.4*	29*	16.4
CBS FRESNO PART 4(S)	2	10.44-11.44PM	-GRID							16,960	19.4	11,010	12.6	24	
			11.00												12.6
			11.15										12.5*	24*	12.5
			11.30										12.7*	27*	12.7
NBC ST. ELSEWHERE	2	10.30-11.30PM	-GRID							15,640	17.9	11,270	12.9	24	
			11.00												13.8
			11.15										13.4*	27*	13.0
EVENING THURSDAY															
ABC NFL FOOTBALL SPECIAL(S)	2	8.00-11.18PM	-GRID							27,010	30.9	10,580	12.1	19	
			11.00												12.8
			11.15										12.7*	23*	12.1
ABC ABC NEWSBRIEF-THU	1	9.58- 9.59PM	9.45	7,870	9.0	7,870	9.0	13	9.0						

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

WELSH NATIONAL TV AUDIENCE ESTIMATES

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING THURSDAY-CONT'D																	
CBS SIMON & SIMON	1	8.18- 9.18PM	→GRID 9.15	17,040	19.5	11,450	13.1	19	12.7								
							14.6*	21*									
CBS KNOTS LANDING	1	9.18-10.18PM	→GRID 10.15	16,780	19.2	12,410	14.2	21	13.2								
							15.7*	23*									
CBS KAY O'BRIEN	1	10.18-11.18PM	→GRID 11.00 11.15	13,810	15.8	10,230	11.7	21	12.1								
							11.8*	24*	10.5								
NBC PRESIDENTIAL ADDRESS(SUS)	1	8.00- 8.12PM	8.00														
NBC REAGAN NEWS ANALYSIS(SUS)	1	8.12- 8.30PM	8.00														
NBC HILL STREET BLUES	1	10.30-11.30PM	→GRID 11.00 11.15	18,700	21.4	13,720	15.7	30	15.6								
							15.2*	31*	14.9								
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.40- 8.41PM	8.30	10,930	12.5	10,930	12.5	20	12.5		10,050	11.5	10,050	11.5	19	11.5	
	2	8.43- 8.44PM	8.30														
ABC ABC NEWSBRIEF-FRI	1	9.58- 9.59PM	9.45	7,250	8.3	7,250	8.3	13	8.3		7,170	8.2	7,170	8.2	13	8.2	
	2	9.59-10.00PM	9.45														
CBS WE THE PEOPLE SUS(SUS)		8.58- 8.59PM	8.45														

EVENING SATURDAY																
ABC ABC SPORTS UPDATE-SAT	1	8.57- 8.59PM	8.45	5,420	6.2	4,980	5.7	10	5.7		5,420	6.2	5,420	6.2	10	6.2
	2	8.58- 8.59PM	8.45													
ABC ABC NEWSBRIEF-SAT.	1	9.56- 9.57PM	9.45	8,130	9.3	8,130	9.3	16	9.3		4,110	4.7	4,110	4.7	8	4.7
	2	9.58- 9.59PM	9.45													
CBS SPORTSBREAK-SAT	1	8.58- 8.59PM	8.45	8,220	9.4	8,220	9.4	16	9.4		8,650	9.9	8,650	9.9	16	9.9
	2	8.52- 8.53PM	8.45													
CBS NEWSBREAK-SAT.	1	9.58- 9.59PM	9.45	7,690	8.8	7,690	8.8	15	8.8		6,820	7.8	6,820	7.8	13	7.8
	2	9.49- 9.50PM	9.45								14,330	16.4	14,330	16.4	27	16.4
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	14,330	16.4	14,330	16.4	28	16.4		12,320	14.1	12,320	14.1	24	14.1
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45													
EVENING SUNDAY																
ABC ABC SPORTS UPDATE-SUN		8.58- 8.59PM	8.45	11,540	13.2	11,540	13.2	19	13.2		11,540	13.2	11,540	13.2	18	13.2
ABC ABC NEWSBRIEF-SUN.	1	9.57- 9.58PM	9.45	15,210	17.4	15,210	17.4	26	17.4		10,230	11.7	10,230	11.7	18	11.7
	2	9.58- 9.59PM	9.45								28,840	33.0	14,160	16.2	30	15.3
CBS CBS NFL FOOTBALL GAME 2	2	4.36- 7.31PM	→GRID 7.30													
CBS 60 MINUTES	2	7.33- 8.33PM	→GRID 8.30								31,900	36.5	23,860	27.3	39	25.8
CBS SPORTSBREAK-SUN	1	8.26- 8.28PM	8.15	19,490	22.3	19,230	22.0	32	22.0							
CBS MURDER, SHE WROTE	2	8.33- 9.33PM	→GRID 9.30								32,080	36.7	24,730	28.3	39	24.9
CBS SPORTSBREAK-SUN	2	9.05- 9.06PM	9.00								22,460	25.7	22,460	25.7	35	25.7

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING SUNDAY-CONT'D																			
CBS CBS SUNDAY MOVIE	2	9.33-11.33PM	→GRID 11.30								27,710	31.7	17,130	19.6	32	16.1			
CBS NEWSBREAK-SUN.	1	9.56- 9.58PM	9.45	12,590	14.4	11,800	13.5	20	13.5		12,060	13.8	12,060	13.8	22	13.8			
	2	10.23-10.24PM	10.15																
NBC NFL FOOTBALL GAME 2-NBC	1	4.26- 7.39PM	→GRID 7.30 7.45	29,370	33.6	13,630	15.6	30	15.3										
							15.6*	25*	2.9										
NBC OUR HOUSE	1	7.33- 8.33PM	→GRID 8.30	16,080	18.4	11,450	13.1	19	13.4										
NBC EASY STREET	1	8.33- 9.03PM	→GRID 9.00	15,120	17.3	12,500	14.3	21	16.1										
NBC NBC NEWS DIGEST-SUN	2	8.58- 8.59PM	8.45								9,610	11.0	9,610	11.0	15	11.0			
NBC VALERIE	1	9.03- 9.33PM	→GRID 9.30	15,030	17.2	13,200	15.1	22	15.2										
									11.6										
NBC NBC NEWS DIGEST-SUN	1	9.31- 9.32PM	9.30	10,140	11.6	10,140	11.6	17	11.6										
NBC NBC NEWS DIGEST-2-SUN.	1	10.48-10.49PM	10.45	10,750	12.3	10,750	12.3	20	12.3										

### EVENING MONDAY-FRIDAY

ABC ABC NEWS:NIGHTLINE	>	11.30 11.45 12.00	6,560	7.5	4,980	5.7 5.9*	17 17*	6.6 5.1 4.4	TU-F TU-F TU-F	6,560	7.5	5,330	6.1	17	6.8 5.8 4.4	TUWF TUWF TU & F	
ABC ABC NEWS:NIGHTLINE-WED	2	12.00-12.12AM	12.00							4,810	5.5	4,540	5.2	18	5.2	WED.	
ABC DICK CAVETT-WED	1	12.05- 1.04AM	12.00	1,310	1.5	960	1.1	6	1.3	WED.							
	2	12.12- 1.11AM	12.00							1,660	1.9	1,220	1.4	8	1.8	WED.	
			12.15				1.2*	6*	1.2	WED.				1.6*	8*	1.6	WED.
			12.30						1.0	WED.						1.4	WED.
			12.45				.9*	5*	.9	WED.				1.3*	7*	1.3	WED.
			1.00						1.0	WED.				1.1*	7*	1.1	WED.
ABC JIMMY BRESLIN'S PEOPLE-FR		12.01- 1.00AM	12.00	1,490	1.7	790	.9	4	1.2	FRI.	1,310	1.5	870	1.0	4	1.1	FRI.
			12.15				1.1*	5*	1.0	FRI.				1.0*	4*	1.0	FRI.
			12.30						.8	FRI.						1.0	FRI.
			12.45				.8*	4*	.7	FRI.				.9*	4*	.8	FRI.
ABC JIMMY BRESLIN'S PEOPLE-TH	1	12.01- 1.00AM	12.00	1,490	1.7	790	.9	5	1.2	THU.							
			12.15				1.1*	5*	1.0	THU.							
			12.30						.8	THU.							
			12.45				.8*	5*	.8	THU.							
ABC ABC NEWS:NIGHTLINE-THU	2	12.35- 1.06AM	12.30							4,020	4.6	3,230	3.7	17	3.9	THU.	
			12.45												3.7	THU.	
			1.00												3.5	THU.	
ABC DICK CAVETT-TUE		12.31- 1.30AM	12.30	1,750	2.0	1,400	1.6	9	1.8	TUE.	2,530	2.9	1,750	2.0	12	2.1	TUE.
			12.45				1.7*	9*	1.6	TUE.				2.1*	11*	2.2	TUE.
			1.00						1.5	TUE.						2.0	TUE.
			1.15				1.4*	9*	1.4	TUE.				1.9*	13*	1.9	TUE.



## OTHER PROGRAMS

Nielsen NATIONAL TV AUDIENCE ESTIMATES										WEEK 1				WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS				
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																					
ABC ABC NEWS:NIGHTLINE-MON	1	12.51- 1.22AM	12.45 1.00 1.15	4,020	4.6	3,150	3.6	18	4.4 3.5 3.0	MON. MON. MON.											
ABC JIMMY BRESLIN'S PEOPLE-TH	2	1.06- 2.05AM	1.00 1.15 1.30 1.45 2.00								1,490	1.7	1,220	1.4 1.6*	10 10*	1.6 1.6 1.4 1.2 1.2	THU. THU. THU. THU. THU.				
ABC ABC NEWS:NIGHTLINE-MON	2	1.29- 2.00AM	1.15 1.30 1.45								4,020	4.6	3,230	3.7	22	4.3 4.0 3.4	MON. MON. MON.				
CBS WE THE PEOPLE		>	8.45 9.15	9,960	11.4	9,960	11.4	16	10.0 12.7	TU&TH THU.	11,360	13.0	11,360	13.0	19	13.0	MTUTH				
CBS NEWSBREAK-M-F	2 1	> >	9.30 9.45 10.15	10,310	11.8	10,310	11.8	18	12.2 10.3	M-F THU.	11,100	12.7	11,100	12.7	19	12.8 12.7	M-F M-F				
CBS CBS LATE NIGHT I		>	11.30 11.45 12.00 12.15	5,590	6.4	3,850	4.4 4.6*	16 14*	4.7 4.5 4.5 4.3	M-F M-F M-F M-F	5,420	6.2	3,760	4.3 4.6*	16 14*	4.7 4.5 4.4 4.2	M-F MTUTHF M-F M-F				
			12.30 12.45 1.00 1.15				3.9*	20*	4.0 3.7	M-F M-F				4.0*	19*	4.1 3.7 3.5 3.2	M-F M-F WED. WED.				
CBS CBS LATE NIGHT II		>	12.30 12.45 1.00 1.15 1.30 1.45 2.00	3,230	3.7	2,450	2.8 3.2*	17 17*	3.3 3.0 2.8 2.6 2.0	M-F M-F M-F M-F THU.	3,500	4.0	2,710	3.1 3.4*	18 17*	3.6 3.2 2.9 2.8 2.9 2.9	M-F MTUTHF M-F M-F WED. WED.				
CBS CBS NEWS NIGHTWATCH-1		VARIOUS TIMES (SUS)	2.00 2.15	960	1.1	790	.9	9	1.1 .9	M-THSU M-THSU	1,140	1.3	1,050	1.2	12	1.2 1.1	MTUTHS MTUTHS				
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30 2.45	1,220	1.4	1,050	1.2	15	1.2 1.1	M-THSU M-THSU	1,050	1.2	960	1.1	14	1.1 1.0	M-THSU M-THSU				
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00 5.15 5.30	1,660	1.9	870	1.0 1.1*	19 17*	1.1 1.1 1.0 1.0 .9 .9 .9 .9 .9 1.0 1.0	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU	1,840	2.1	790	.9 1.2*	17 18*	1.3 1.1 1.0 1.0 .9 .9 .9 .9 .9 .8 .8	M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU M-THSU				
CONT'D							1.0*	21*	1.0 1.0	M-THSU M-THSU				.8*	18*	.8 .8	M-THSU M-THSU				

## OTHER PROGRAMS

Nielsen NATIONAL TV AUDIENCE ESTIMATES										WEEK 1				WEEK 2				
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %
EVENING MONDAY-FRIDAY-CONT'D																		
CBS CBS NEWS NIGHTWATCH-3-CONT'D			5.45				.9*	16*	.9	M-THSU				.8*	16*	.8	M-THSU	
NBC NBC NEWS DIGEST-M-F	2	>	8.15								11,710	13.4	10,840	12.4	19	16.7	M-F	
	1	>	8.45	11,890	13.6	11,890	13.6	20	10.2	M-F						13.2	TUTHF	
			9.15						18.6	W&TH						9.8	WED.	
			9.45															
NBC NBC NEWS DIGEST-2-M-F	1	>	9.45	11,100	12.7	11,100	12.7	20	12.7	MWF	10,050	11.5	10,050	11.5	18	11.5	TU&TH	
	2	9.58-	9.59PM								9,700	11.1	5,940	6.8	22	8.1	M-F	
NBC TONIGHT SHOW		>	11.30	9,700	11.1	5,940	6.8	23	7.5	M-F			5,940	6.8	22	7.4	MTUTHF	
			11.45				7.3*	21*	7.2	MTUWF				7.8*	21*	7.1	M-F	
			12.00						7.0	M-F						5.7	M-F	
			12.15				6.7*	24*	6.3	M-F				6.4*	23*	5.5	WED.	
			12.30						6.2	THU.						4.9*	22*	
			12.45				5.6*	26*	5.1	THU.						4.3	WED.	
NBC DAVID LETTERMAN I		>	12.30	4,280	4.9	3,500	4.0	21	4.5	M-TH	3,760	4.3	3,150	3.6	18	4.0	M-TH	
			12.45						4.0	M-W						3.5	MTUTH	
			1.00						3.7	THU.						3.4	WED.	
			1.15						3.2	THU.						2.9	WED.	
NBC FRIDAY NIGHT VIDEOS		12.30-	2.00AM	5,160	5.9	2,710	3.1	17	4.0	FRI.	6,730	7.7	3,230	3.7	19	5.1	FRI.	
			12.45				3.8*	17*	3.5	FRI.				4.6*	19*	4.0	FRI.	
			1.00						3.1	FRI.						3.5	FRI.	
NBC DAVID LETTERMAN II		>	1.15				3.0*	17*	2.9	FRI.				3.5*	18*	3.4	FRI.	
			1.30						2.7	FRI.						3.2	FRI.	
			1.45				2.5*	17*	2.3	FRI.				3.0*	19*	2.8	FRI.	
			1.00	3,320	3.8	2,800	3.2	21	3.6	M-TH	2,970	3.4	2,530	2.9	19	3.3	M-TH	
			1.15						3.1	M-W						2.8	MTUTH	
			1.30						3.0	THU.						2.5	WED.	
			1.45						2.6	THU.						2.0	WED.	
DAY MONDAY-FRIDAY																		
ABC ABC WORLD NEWS-MORN-615A		6.15-	6.30AM	6.15	1,400	1.6	1,310	1.5	14	1.5	M-F	1,660	1.9	1,570	1.8	17	1.8	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45-	7.00AM	6.45	2,360	2.7	2,190	2.5	16	2.5	M-F	2,800	3.2	2,620	3.0	21	3.0	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58-	2.59PM	2.45	6,560	7.5	6,560	7.5	25	7.5	M-F	6,470	7.4	6,470	7.4	26	7.4	M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00-	5.00PM	4.00								8,220	9.4	5,680	6.5	18	6.7	WED.
			4.15												6.6*	20*	6.4	WED.
			4.30														6.4	WED.
			4.45												6.5*	18*	6.5	WED.
CBS CBS EARLY MORNING NEWS		6.00-	6.30AM	6.00	1,490	1.7	1,310	1.5	16	1.3	M-F	1,220	1.4	1,050	1.2	13	1.1	M-F
			6.15							1.6	M-F						1.3	M-F
CBS NEWSBREAK-11.57		11.57-	11.59AM	11.45	7,170	8.2	6,900	7.9	31	7.9	M-F	5,860	6.7	5,680	6.5	27	6.5	M-F
CBS NEWSBREAK-3.44		>	3.30	5,770	6.6	5,770	6.6	21	6.6	M-F	5,590	6.4	5,590	6.4	21	6.4	M-F	
			3.45													6.3	M-F	
CBS AMERICAN TREASURY		3.58-	3.59PM	3.45	4,890	5.6	4,890	5.6	18	5.6	MWF	5,160	5.9	5,160	5.9	18	5.9	MWF
CBS AMERICAN TREASURY SUS(SUS)		3.58-	3.59PM	3.45														
CBS AMERICAN TREASURY-SUS(SUS)		3.58-	3.59PM	3.45														
NBC NBC NEWS AT SUNRISE		6.30-	7.00AM	6.30	2,880	3.3	2,010	2.3	17	1.8	M-F	2,620	3.0	1,840	2.1	16	1.7	M-F
CONT'D																		

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D									2.8	M-F							2.6	M-F	
NBC NBC NEWS AT SUNRISE-CONT'D									4.5	MWF							4.3	MWF	
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,930	4.5	3,930	4.5	16				3,760	4.3	3,760	4.3	15			
DAY SATURDAY																			
ABC CFA COLLEGE FOOTBALL-PRE	1	3.00- 3.22PM	-GRID	3,850	4.4	2,880	3.3	9				2,190	2.5	1,920	2.2	6			
	2	3.00- 3.21PM	-GRID						3.2								2.0		
			3.15																
ABC CFA COLLEGE FOOTBALL GAME	1	3.22- 6.49PM	-GRID	19,670	22.5	8,220	9.4	22											
			6.45				10.3*	20*	8.0										
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM																	
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM																	
CBS IN THE NEWS-11.56AM(B)	1	11.56-11.59AM		2,360	2.7	1,920	2.2	7	2.2			3,500	4.0	3,320	3.8	12	3.8		
CBS IN THE NEWS-11.56AM-(B)	2	11.56-11.59AM																	
CBS CBS COLLEGE FOOTBALL PRE	1	12.00-12.19PM	-GRID	2,880	3.3	2,800	3.2	11				5,590	6.4	5,160	5.9	19			
	2	12.00-12.17PM	-GRID						3.2								5.8		
			12.15																
CBS CBS COLLEGE FOOTBALL GAME	1	12.19- 3.39PM	-GRID	13,020	14.9	3,930	4.5	14				21,850	25.0	8,220	9.4	28			
	2	12.17- 4.19PM	-GRID				5.6*	15*	5.6										
			3.30																

			4.15														11.9*	33*	9.9
CBS CBS COLLEGE FOOTBALL POST	1	6.51- 7.00PM		5,240	6.0	3,230	3.7	7	3.7										
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM		3,930	4.5	3,670	4.2	24	4.2			4,720	5.4	4,540	5.2	29	5.2		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM		4,810	5.5	4,460	5.1	23	5.1			4,460	5.1	4,200	4.8	22	4.8		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM		6,560	7.5	6,210	7.1	25	7.1			5,860	6.7	5,510	6.3	22	6.3		
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM		5,860	6.7	5,680	6.5	22	6.5			4,540	5.2	4,370	5.0	17	5.0		
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN		5,860	6.7	5,680	6.5	22	6.5			4,980	5.7	4,630	5.3	17	5.3		
DAY SUNDAY																			
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.19PM	-GRID	31,110	35.6	15,910	18.2	43				30,150	34.5	14,510	16.6	38			
	2	1.00- 4.17PM	-GRID																
			4.15				22.4*	49*	13.3								11.1*	23*	11.1
			4.30																
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.15PM	-GRID	17,130	19.6	7,780	8.9	21				26,050	29.8	13,020	14.9	34			
	2	1.00- 4.25PM	-GRID				7.7*	17*	2.3						16.4*	34*	15.3		
			4.15																

# Client Notice

December 5, 1986

## PRESIDENT REAGAN'S ADDRESS ON ARMS SHIPMENTS TO IRAN

On Thursday, November 13, 1986, President Reagan addressed our nation concerning U.S. arms shipments to Iran.

The President's remarks were carried by the three national TV networks from 8:00-8:12PM NY Time. NTI estimates of the audience reached by the three networks combined are:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	44.5	38.9
Average Audience		
Households	44.0	38.5
Total Persons*	28.4	64.4
Total Women	33.3	30.2
18-49	25.0	14.4
Total Men	28.8	23.6
18-49	23.0	12.9
Total Teens	21.3	4.3
Total Children*	18.6	6.3

\*Excluding children under 2 years of age.

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NETWORK INFORMATION SERVICES



# Client Notice

December 5, 1986

## THE PRESIDENT'S NOVEMBER 19 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Wednesday, November 19, 1986, at 8:00-8:36PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	43.6	38.1
Average Audience		
Households	38.5	33.6
Total Persons*	22.8	51.7
Total Women	27.6	25.0
18-49	15.6	9.0
Total Men	25.5	20.9
18-49	19.8	11.0
Total Teens	12.2	2.5
Total Children*	9.7	3.3

\*Excluding children under 2 years of age.

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NETWORK INFORMATION SERVICES



# Client Notice

January 23, 1987

NIELSEN NATIONAL TV RATINGS REPORT  
2ND NOVEMBER 1986 REPORT  
November 10-23, 1986  
LINEUP CHANGES

The following revised program audience estimates are the result of program lineup changes received from the network too late for inclusion in the above report.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

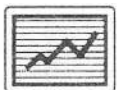
					WEEK 1						
DAY	NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELECAST DAYS
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
PAGE A-42											
EVENING SUNDAY											
NBC	NBC NEWS DIGEST-2-SUN.	1	10.48-10.49PM	10.45	10,140	11.6	10,140	11.6	19	11.6	

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME						NO. OF T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
											K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
WK 3	DAY	START TIME	DUR	NET	PROG. TYPE†	WK 1	WK 2	WK 1	WK 2						
PAGE 24															
EVENING															
NBC NEWS DIGEST-2-SUN.						4	165		84	A	11.6	19	1014		
1 SUN. 10.48P 1 NBC						N									

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## NETWORK INFORMATION SERVICES